

LIFE

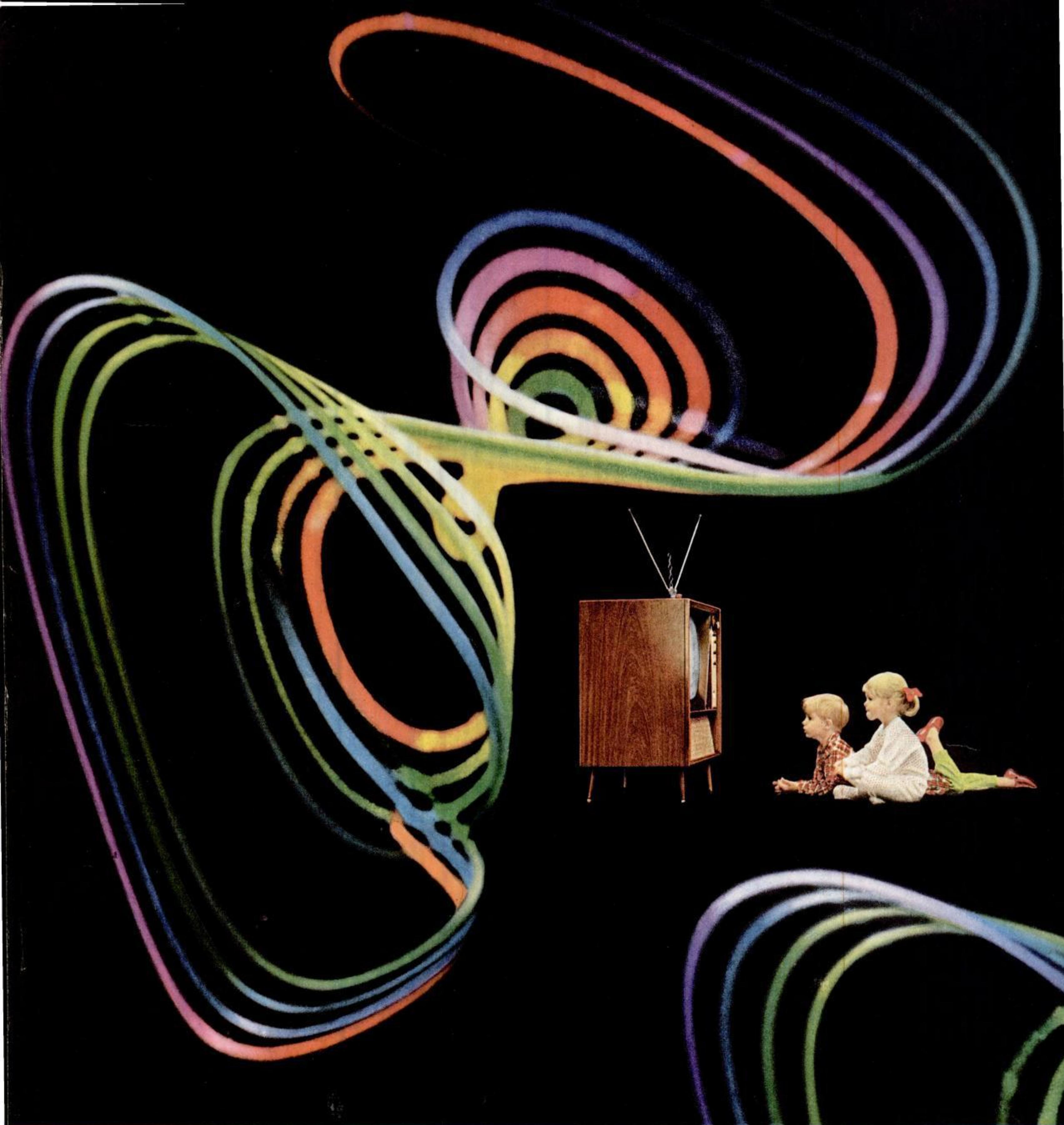
LONDON'S SOCIAL SEASON:
THE MOST LAVISH IN YEARS
DISCOVERY OF A GREAT KING'S TOMB



BRITISH DEB
JULIA WILLIAMSON

20 CENTS

AUGUST 5, 1957



Electronic waveform is an actual photograph.

in electronics... no substitute can do what copper does!

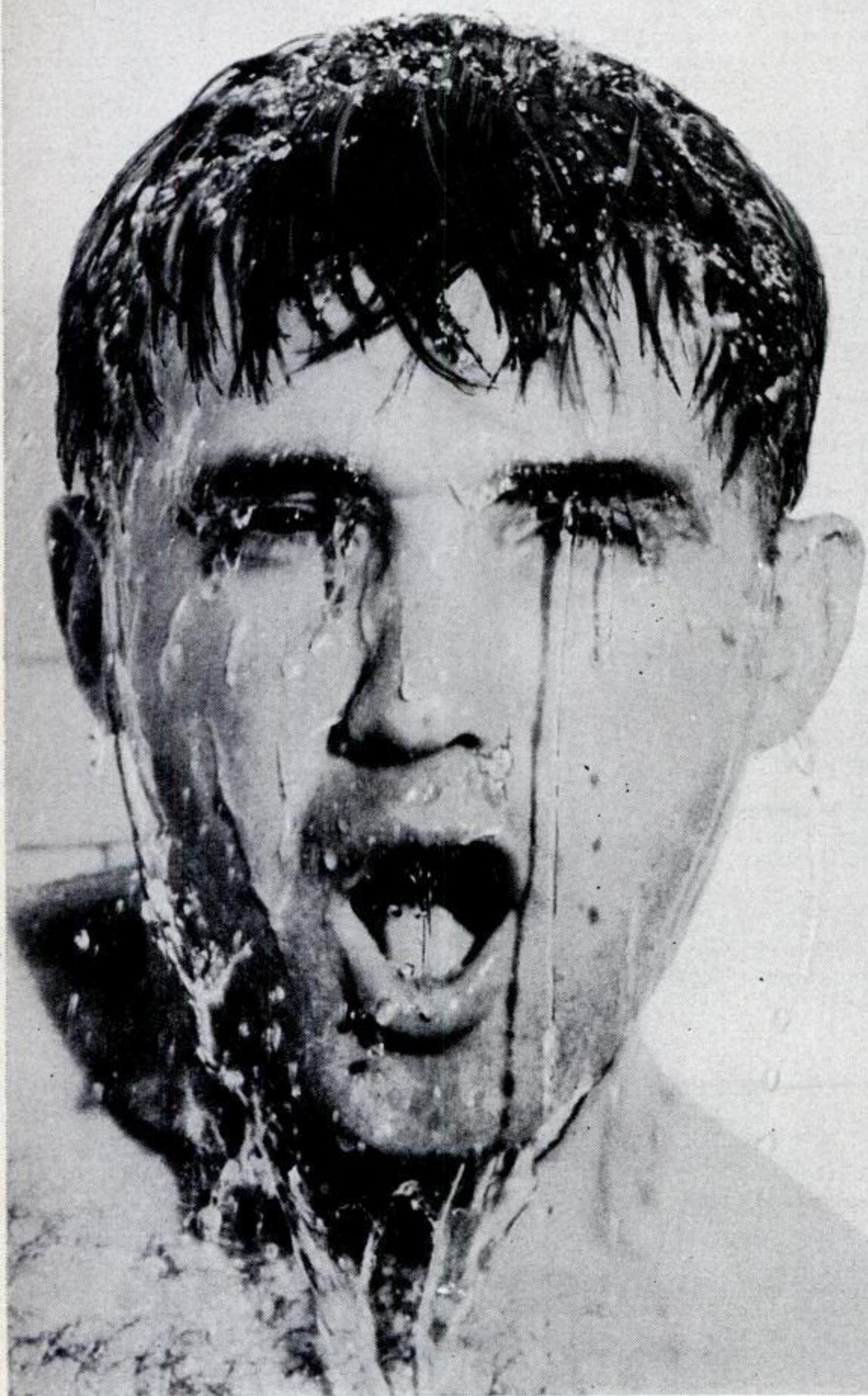
The miracle of electronics depends on copper as on no other metal. For copper best carries the electrical impulses that activate the complex parts of radio and TV sets, radar and sonar equipment, intricate "brain machines" and countless other electronic devices. Copper and its alloys, too, make possible more economical mass production of these modern marvels. No other commercial metal can be formed, machined and solder-connected so easily. In electronics, as in so many other fields, no substitute can do what copper does!



Kennecott Copper Corporation

Fabricating Subsidiaries: Chase Brass & Copper Co. • Kennecott Wire and Cable Co.
Copyrighted material

Billy Pierce took a shower... .then he used Vitalis



Pitcher Billy Pierce rarely goes to the shower before the game ends.

New greaseless way to keep your hair neat all day

"I take a shower every day—so I use Vitalis every day," says the star lefthander of the Chicago White Sox. "It's not greasy. And if the rest of me stays in as good condition as my hair and scalp, I'll still be playing ball in 1977."

It's as simple as that. After exposure to water, wind or sun, Vitalis restores hair's normal moisture balance better than leading cream or oil tonics. It makes even thick, unruly hair easy to manage. Yet you never have an oil-slick look, because Vitalis contains V-7, the *greaseless* grooming discovery.

Try new Vitalis with V-7 this summer (tomorrow, for instance).

SEE THE DIFFERENCE!



New VITALIS® Hair Tonic with V-7.

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

This One



LIFE

REG. U.S. PAT. OFF.

A high time in London 92

Sparing no expense, British society goes all out to welcome this year's debutantes to its ranks in a resplendent but exhausting round of balls, parties and sporting events.



LONDON DEBUTANTE

Boosters make good 14

Community development corporations, a new form of boosterism, are beating drums all over the U.S., reviving cities by bringing in new industries.



TOURING BOOSTERS

Inside a king's tomb 74

The archaeological find of the year, the tomb of King Gordius, provides the first real glimpse into the ancient and almost unknown Phrygian empire he ruled.



ORNAMENT FROM TOMB

Cautious speed king 82

Champion auto racer Juan Fangio, a tortoise among hares, puts safety first but he almost invariably finishes ahead of his hell-for-rubber colleagues.



FANGIO ZOOMING BY

Great game fish 58

In accurate color and in painstaking detail Artist Maynard Reece portrays 53 of the most popular salt-water fighters caught off U.S. shores.



DOLPHIN

COVER

Julia Williamson, a pretty debutante of the current London social season, stands on the balcony of the Hyde Park Hotel before her coming-out party (see pp. 92-99)

THE WEEK'S EVENTS

Community boosters in bootstrap booms:

U.S. towns seek new industries 14

A Look at the World's Week 20

Lawyers from two nations revere one law:

American and British bars meet in

London 22

Enter Hoffa—the Teamsters' candidate 31

A vital verdict in the South: jury convicts

Clinton disturbers 32

The kissingest Communist: Ho Chi Minh

visits Poland 34

A versatile lady's new adventure: Clare Boothe

Luce goes skindiving 68

EDITORIAL

Highwaymen at work: our huge road program
is free of graft in some states. Why not all? 26

PICTORIAL ESSAYS

American salt-water game fish. Paintings
for LIFE by Maynard Reece 58

A mighty king's paneled tomb: after 27
centuries scientists unearth culture of
Phrygia. Photographed for LIFE by

James Whitmore 74

London's gayest season: an elegant old
society shows off its grandeur.
Photographed for LIFE by Mark Kauffman 92

ARTICLE

A wary old daredevil rules racing: Juan Fangio
is the world's fastest—but least dashing
—driver. By Marshall Smith 82

ART

French & Co.: the world's fanciest secondhand
furniture dealer 38

CLOSE-UP

First homebred governor goes to work in Alaska 53

MODERN LIVING

A convertible creation travels on land and
in the air 73

OTHER DEPARTMENTS

Letters to the Editors 7

Speaking of Pictures: a cycling centipede 10

Miscellany: bright bird fills the bill 100

© 1957 TIME INC. ALL RIGHTS RESERVED UNDER INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

2—MARK KAUFFMAN—ROBERT W. KELLEY—JAMES WHITMORE—YVES MANCIET FROM DALMAS PRODUCTIONS—PAINTING BY MAYNARD REECE	34—LISA LARSEN
7—LT. JOE SCHERSCHEL; RT. THE DAILY PICAYUNE	38 THROUGH 48—ARNOLD NEWMAN
10, 11—ROBERT DELVAC FROM U.P.	53, 54, 56—MARSHALL LOCKMAN FROM B.S.
14, 15—ROBERT W. KELLEY—CLYDE HARE	68—PETER STACKPOLE—PARK BRECK
16, 17—LT. WALTER SANDERS; CEN. ROBERT W. KELLEY; RT. JOHN BRYSON	73—MARSHALL LOCKMAN FROM B.S.
18, 19—RT. ALFRED EISENSTAEDT—ALFRED EISENSTAEDT—JOE SCHERSCHEL	75—LT. BY PERMISSION OF THE TRUSTEES OF THE BRITISH MUSEUM
20, 21—ALLAN GRANT, FRANK SCHERSCHEL, JOHN BRYSON, PARIS-MATCH STUDIO KAHIA, FRANK Q. BROWN FOR LOS ANGELES TIMES	76—T. LT. MAP BY TONY SODARO—BOT. LT. DRAWING BY MATT GREENE —
22 THROUGH 25—MARK KAUFFMAN	82—STAN WAYMAN FROM R.G.
31—ALBERT FENSTERWALD	83—YVES MANCIET FROM DALMAS PRODUCTIONS
32, 33—LT. DON CRAVENS, RT. DON CRAVENS—U.P.—HUGH LUNSFORD FOR KNOXVILLE JOURNAL—DON CRAVENS	84—STUDIO WORNER FOR ANNUAL AUTOMOBILE REVIEW—YVES DEBRAYNE FOR AUTOMOBILE YEAR
	85—AUTOMOBILE YEAR
	90—PARIS-MATCH
	97—VAN HALLAN PRESS AGENCY, A. V. SWAEBE
	100—K.P.A.

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; T., TOP; B.S., BLACK STAR; K.P.A., KEYSTONE PRESS AGENCY; R.G., RAPHO-GUILLUMETTE; U.P., UNITED PRESS; A.P., ASSOCIATED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE IS PUBLISHED WEEKLY BY TIME INC., 510 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 15, 1936 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS \$1.75 A YEAR IN U. S. A.; \$1.25 IN CANADA.

VOLUME 41
NUMBER 6

EDITOR-IN-CHIEF..... Henry R. Luce
PRESIDENT..... Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson

DEPUTY MANAGING EDITOR
Robert T. Elson

ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt

John K. Jessup, CHIEF EDITORIAL WRITER
Charles Tudor, ART DIRECTOR
Joseph Kastner, COPY EDITOR
Marian A. MacPhail, CHIEF OF RESEARCH
Ray Mackland, PICTURE EDITOR
SENIOR EDITORS: Donald Birmingham,
Gene Farmer, Jay Gold, William Gray,
Kenneth MacLeish, Hugh Moffett, Tom
Prideaux, Sam Welles.

STAFF WRITERS: Herbert Brean, William
Brinkley, Roger Butterfield, Robert Coughlan,
William Miller, John Osborne, Robert
Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, James Burke, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rouger, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, James Whitmore.
ASSISTANT PICTURE EDITORS: Frank Campion, Lee Eitingon.

FILM EDITORS: Margaret Sargent, Nancy Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, Ralph Graves, Mary Hamman, Enno Hobbing, Sally Kirkland, Marshall Smith, John Thorpe, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: Robert Ajemian, David Bergamini, Earl Brown, Peter Buzzel, Mathilde Camacho, Robert Campbell, Charles Champlin, Wilbur Cross, Anne Denny, John Dille, Robert Drew, Terry Drucker, Nancy Genet, W. K. Goolrick, Muriel Hall, Patricia Hunt, Edward Kern, Landon Knight, Jerry Korn, Mary Leatherbee, Jeanne LeMonnier, James Lipscomb, Richard Meryman, Jack Newcombe, Eleanor Parish, Joseph Roddy, Albert Rosenfeld, Irene Saint, David Scherman, Dorothy Seiberling, Mary Lou Skinner, John Stanton, Valerie Vondermuhll, Loudon Wainwright.

REPORTERS: Virginia Addison, Linda Asher, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Laura Bell, Richard Billings, Patricia Blake, Margery Byers, Vivian Campbell, Helen Carlton, Barbara Cummins, Laura Eeker, Barbara Ellis, Diana Fetter, Kim Frease, Joan Gibson, Frances Glennon, Gerry Gruen, Lee Hall, Kathleen Hampton, Terry Harnan, Judith Holden, Monica Horne, Alison Kallman, Nancy King, Richard Lewis, John MacDonald, Joann McQuiston, Jane Nelson, Loretta Nelson, Clara Nicolai, Sheila O'Connor, Charles Osborne, John Osmundsen, William Pain, Patsy Parkin, Patricia Phillips, Maya Pines, Norman Ritter, Ellyn Schiff, Art Seidenbaum, Kathleen Shortall, Ruth Silva, Jeanne Stahl, Helga Staufenberger, Marion Steinmann, Jean Strong, Marian Taylor, Lucy Thomas, Terry Turner, Don Underwood, Marilyn Wellemeyer, Thomas Wheeler, Margaret Williams, Jane Wilson, Alix Witte, Sharon Workman.

COPY READERS: Helen Deuell (Chief), Dorothy Illson, Lu Burke, Barbara Fuller, Virginia Sadler, Marguerite Scheips, Suzanne Seixas, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdati, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief), Doris O'Neil, Alberta Krebs.

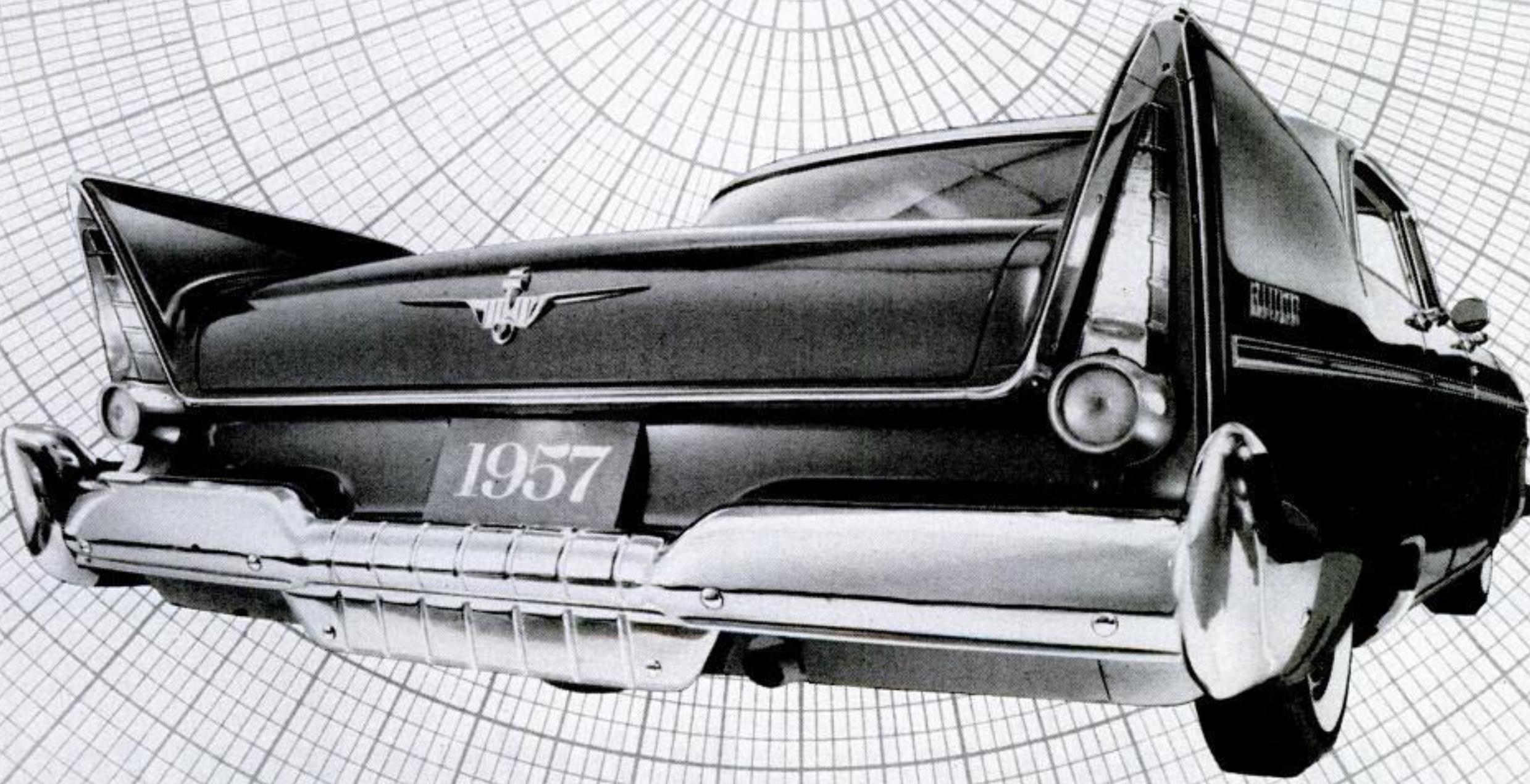
U.S. & CANADIAN NEWS SERVICE: Lawrence Laybourne (Chief of Correspondents), Tom Carmichael, Helen Fennell, Marshall Lumsden, George McCue.—WASHINGTON: James Shepley, Donald Wilson, Mary Cadwalader, Will Lang, Don Schanche, Hugh Sidney, Henry Suydam; CHICAGO: T. George Harris, Roy Rowan, Jane Estes, Leon Jaroff, John McDermott, William Trombley, Paul Welch; LOS ANGELES: Frank McCulloch, John Jenkinson, Shana Alexander, James Goode, Frank Pierson, Davis Thomas, David Zeitlin; ATLANTA: Harry Johnston, Robert Mason, Richard Stolley; BOSTON: William Johnson, Wilbur Jarvis; DALLAS: Willard Rappleye, Jane Scholl; DENVER: Barron Beshoar, Bayard Hooper; DETROIT: Norman Nicholson, Richard Anthony; SAN FRANCISCO: Richard Pollard, John Porter; SEATTLE: Robert Schulman, Russell Sackett; OTTAWA: Arthur White, Douglas How; MONTREAL: Byron Rigan; TORONTO: Murray Gart; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Manfred Gottfried (Chief of Correspondents), John Boyle, George Caturani—LONDON: Max Ways, Norman Ross, Beatrice Dobie, Ruth Lynam, Robert Morse; PARIS: Frank White, Milton Orshovsky, George Abell, Anne Chamberlin, Timothy Foote, Gabrielle Smith, David Snell; BONN: Edward Hughes, John Mulliken; ROME: Walter Guzzardi, Dora Jane Hamblin; JOHANNESBURG: Curtis Pendergast; ATHENS: Donald Burke; ISTANBUL: Robert Neville; BEIRUT: John Meeklin; NEW DELHI: James L. Greenfield; HONG KONG: James Bell, Scot Leavitt; TOKYO: Alexander Campbell; MEXICO CITY: Richard Oulahan Jr.; GUATEMALA CITY: Harvey Rosenhouse; RIO DE JANEIRO: Piero Sapozziti; BUENOS AIRES: Philip Payne.

PUBLISHER..... Andrew Heiskell
ADVERTISING DIRECTOR... Clay Buckhout

THE **FORWARD LOOK...**

A SOLID SUCCESS!



**THE MOST ADVANCED DESIGN OF OUR TIME
GIVES YOU THE BUYING OPPORTUNITY OF THE YEAR**

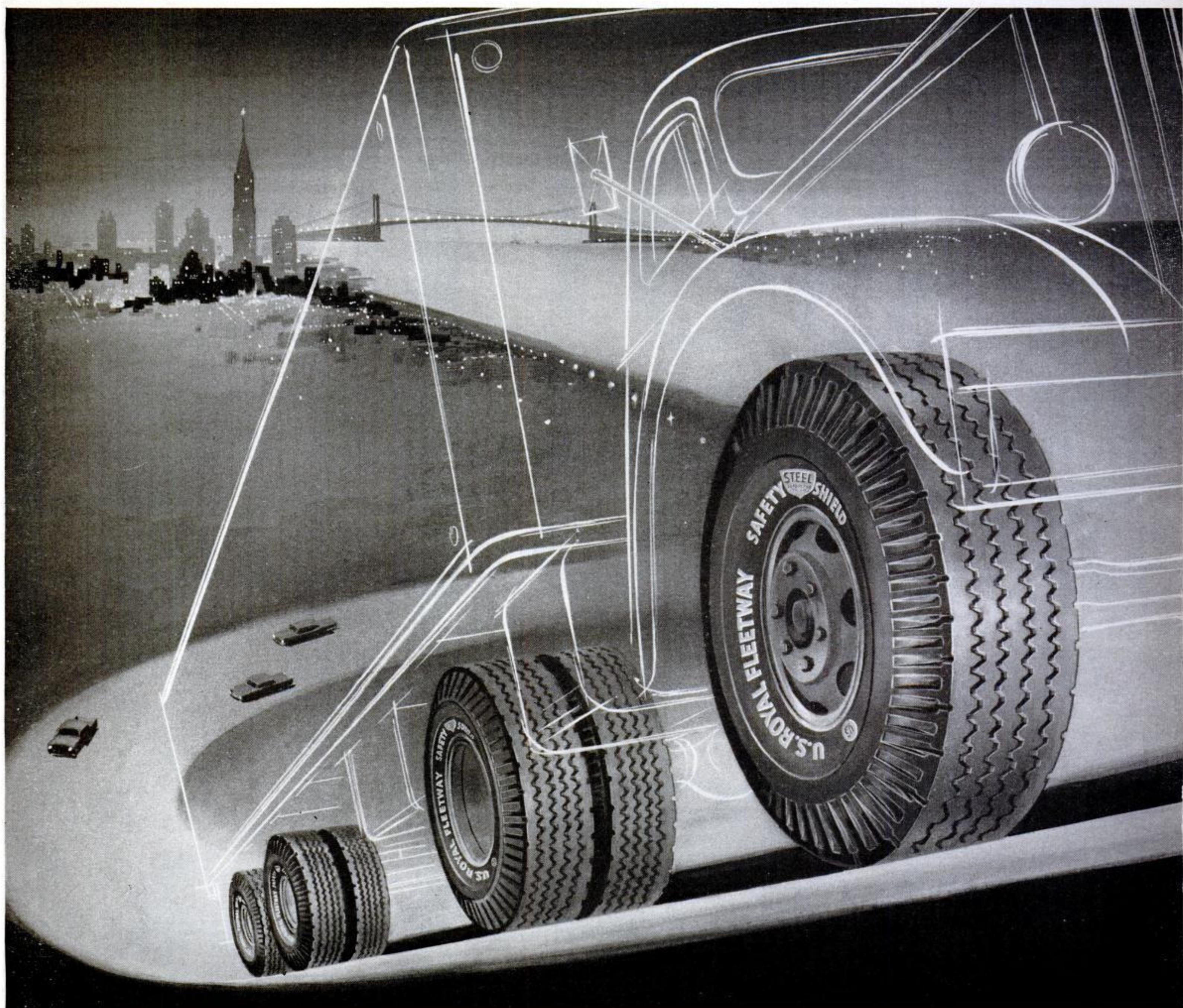
See! Drive! Compare! Discover why the switch is on to the five cars of Chrysler Corporation. Here's the look that caught competition napping. Lean, long, low lines that hug the road...high-canted fins that flow into the design (not just "stuck on"!).

. . . and the easiest-riding car on the road. This design — so right from the start — scored from the start. Your own eyes can tell you what sales and survey figures show. America is loving it, buying it, wanting it over any other car design! So, visit your

nearby showroom tomorrow. Wise buyers know . . . **NOW'S THE TIME TO GET THE MOST ADVANCED DESIGN . . . YOU'LL FIND IT EXCLUSIVELY IN THE FORWARD LOOK CARS.**

CHRYSLER CORPORATION 

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL



What did these wheels bring you today?

Milk, bread, meat for your table? A suit, dress or pair of shoes for your clothes closet? Timber, concrete, metal, glass to shelter you...fuel to keep you warm...furniture, carpet, appliances to make you comfortable?

Just like yourself, most of America is dependent upon these wheels for all these things and many more...because trucks carry every good thing from America's farms and factories, all or part of the way to you!

U. S. ROYAL TIRES



United States Rubber

Rockefeller Center, New York 20, N. Y.

In Canada: Dominion Rubber Co., Ltd.



Real boys dress right in

Tom SAWYER

College Stripes



Just wait till you see them!

Smartest collection of correlated
back-to-school fashions to
come along in a dozen seasons
...including his favorite
Ivy League Styles ...

Sport Shirts from \$2.98
Knit Polo Shirts from \$1.69
Lacrosse Coats from \$12.98
Dress Shirts from \$3.98
Pajamas at \$3.98 Slacks from \$4.98

Exclusively yours from

Tom SAWYER
APPAREL for REAL BOYS



ELDER MANUFACTURING COMPANY

ST. LOUIS 3, MISSOURI

Manufacturers of men's and boys' fine apparel since 1916

Manufactured and sold in Canada by:

NATIONAL TEXTILE LTD., TORONTO

DRESS
HIM
RIGHT.
You
can't
afford
not
to!



AMERICAN INSTITUTE OF BOYS'
AND GIRLS' LIFE

Now... color pictures by just the light from the window



TAKEN ON SUPER ANSCOCHROME AT f/3.5. 1/25 SECOND

NEW Super Anscocchrome IS THAT FAST!

FILM SPEED 100...

If the light is right for black-and-white, it's right for color, too!

With Super Anscocchrome in your camera, you make color pictures as casually and successfully as black-and-white snapshots. Super Anscocchrome (Exposure Index 100) is the only color film that's actually faster—more sensitive to light—than standard black-and-white film.

The first truly versatile color film, new Super Anscocchrome handles low-light

situations and super-speed shots with equal ease. Color quality is superb!

As you would expect, premium-quality Super Anscocchrome is premium-priced. Available in 120 and 35mm; daylight type.

Important! If yours is a simple snapshot camera, you will find Super Anscocchrome too fast. For best results, use regular Anscocrome (E.I. 32). It's available in 35mm, 120, 127, 620, 828, 16mm and sheet sizes for indoor and outdoor use. Ansco, A Division of General Aniline & Film Corp., Binghamton, N. Y.



New from
Ansco Research

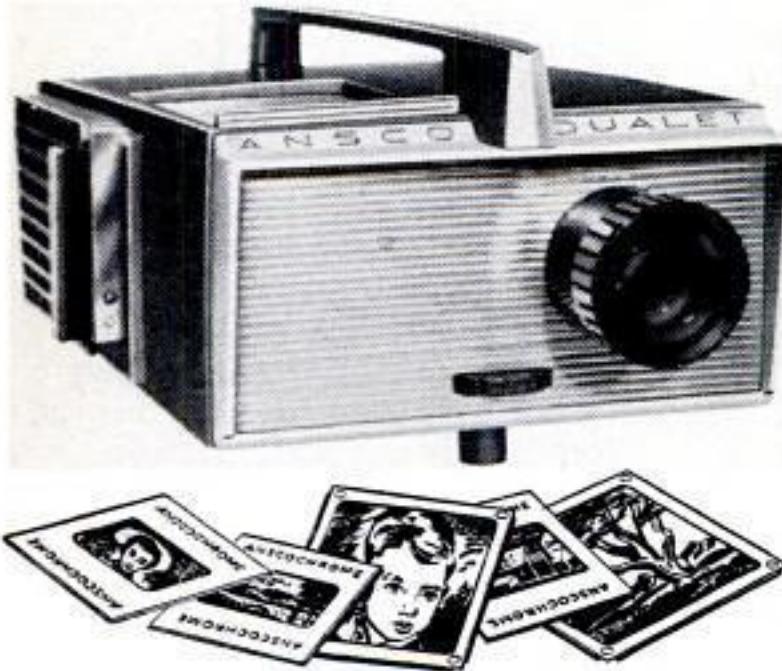
Free! Super Anscocrome transparency of world's most photogenic girl bound into each copy of the September "Popular Photography"—now on sale.

Just look at that color shot
on the opposite page!

It's the
Happy Combination
**COLOR
PROJECTOR**

**1 it shows all
popular size slides**

2 it's only \$39.95



**ANSCO
DUALET
PROJECTOR**

- Shows all slides in $2\frac{3}{4} \times 2\frac{3}{4}$ and 2×2 mounts—that's all popular film sizes. Amazing versatility for such an inexpensive projector!
- Engineered for finest performance: quiet cooling ... 300-watt lighting for bright, clear projection
- Styled for the smartest homes
- So simple to use, so light-and-easy to carry—has built-in slide storage compartment
- Costs less than earlier dual-purpose projector

AnSCO

A Division of General Aniline & Film Corp.
Binghamton, N.Y.

Just look at that color shot
on the opposite page!

LETTERS TO THE EDITORS

THE IGY WORLD

Sirs:

Congratulations on your broad coverage of the International Geophysical Year in its opening phases ("The World Studies the World," LIFE, July 15). This is the best article on IGY yet. I hope that LIFE will continue to report on this vast scientific undertaking during the coming months.

LEO E. KLOPFER

Willimantic, Conn.

Sirs:

LIFE mentioned the term "airglow," in connection with the International Geophysical Year.

This is the first time I have come across this particular term. Could you clarify it?

REENA SMITH

New York, N.Y.

• Airglow, a luminescent condition in the sky, is believed to be caused by chemical reactions in the upper atmosphere. All airglow radiations are patchy, and scientists are trying to determine if these patches form a pattern and why.—ED.

MIGHTY KING RANCH

Sirs:

LIFE's story and pictures of the King Ranch ("Prodigious Growth of Cattle Domain," LIFE, July 15) are the best I have seen in any magazine. This stirring story should be made into a motion picture.

RALPH L. THOMPSON

Southington, Conn.

Sirs:

How about those King hats? Or perhaps I should call them Kleberg hats. The brims seem to be rolled to crown on both sides.

Is this a style typical of the King Ranch, the Kleberg family or the state of Texas?

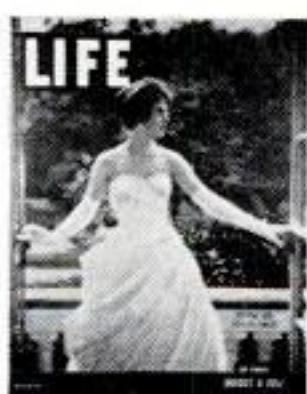
WALLACE B. ALIG
Washington, D.C.



R. KLEBERG'S ROLL

• King Ranch men developed this distinctive hat style years ago. It is called the "King Ranch Roll" and has since become a popular style elsewhere in the West.—ED.

Please send



to _____ name
_____ address
city _____ zone _____ state

ONE YEAR \$6.75 in continental U.S.,
Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost
you \$10.40)

(Canada: 1 year \$7.25)
Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3431

HURRICANE'S AFTERMATH

Sirs:

Although the hurricane was terrible indeed, I do not believe that it was the worst in Louisiana in a century or in Louisiana history as LIFE states ("Hurricane Audrey's Terrible Aftermath," LIFE, July 15).

Materially, the loss may have been the greatest. But the terrible storm of Oct. 1, 1893, which crossed the delta country south of New Orleans, was by far the greater disaster. It is generally held that 2,000 lives were lost in this storm, making it among the worst storms to strike the North American continent.

H. E. MASTON

Lake Charles, La.



SKETCH OF 1893 VICTIMS' WARD

• The 1893 storm was more deadly. On Oct. 1 of that year residents of the tiny island of Chênière Caminada fled from a hurricane. When the winds died down, they returned to find little damage to their community and staged a dance to celebrate the town's deliverance. While they danced the winds shifted. Minutes later a giant tidal wave from the Gulf of Mexico crashed over them, destroying the town. A handful survived but 822 were dead. The death toll for the whole state was 2,000. The survivors never rebuilt Chênière Caminada but settled on another island.—ED.

Sirs:

I read "Hurricane Audrey's Terrible Aftermath" with ordinary interest and faint pity, as for something happening far away from my life, until I came to the picture of the two Benoit boys. I cannot forget them. The small boy looking for comfort to his big brother left me with a great sense of desolation.

Please let us know what happened to these boys and where they are now.

Mrs. JULIUS TENNENBAUM

Ellenville, N.Y.

• Donald and Floyd Benoit's parents turned up in another Louisiana refugee center and the family has been reunited.—ED.

SPEAKING OF PICTURES

Sirs:

I was so impressed by those drawings by Artist Robert Osborn ("Modern Man's Wearing Rat Race," LIFE, July 15). They were so perceptive and superior.

Will that book be published for the public? I do hope so.

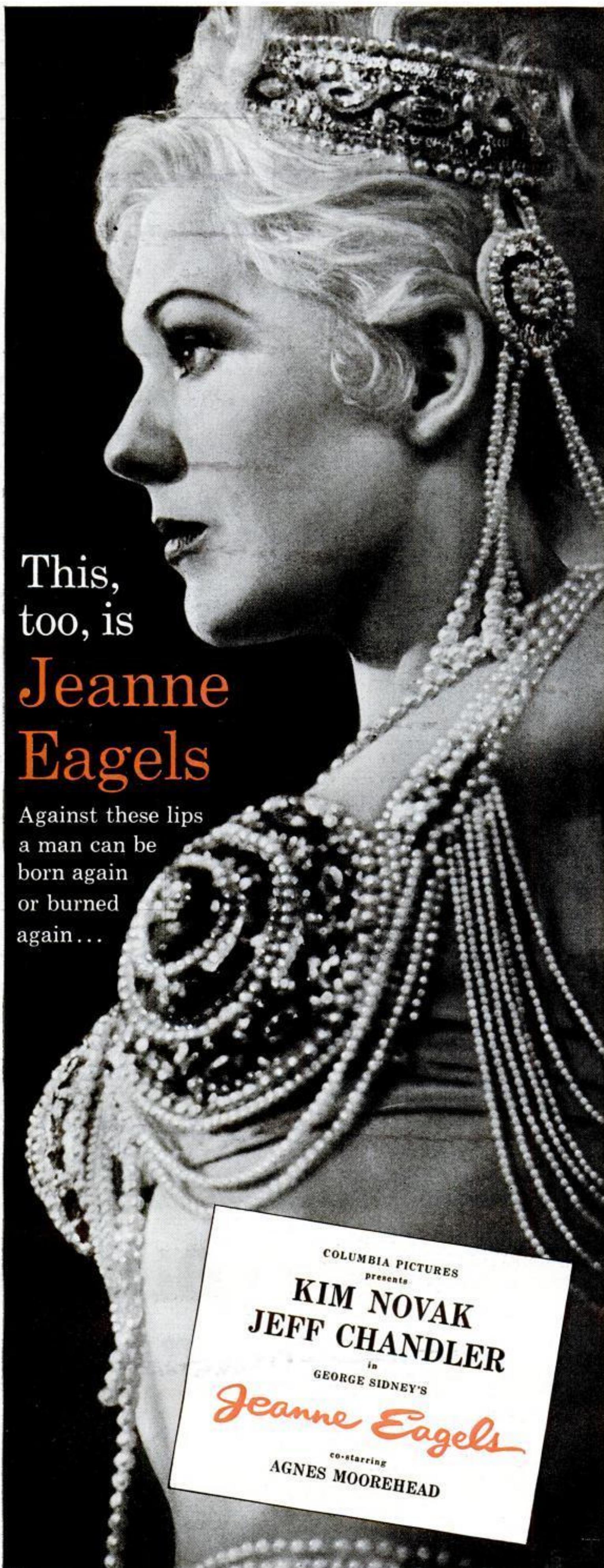
ANNA MARI HARTMAN

Millertown, N.Y.

• Osborn's book *On Leisure* (Riegel Press) will be in bookstores and department stores in August.—ED.

ADVENTURES of COL and GATE





with CHARLES DRAKE • LARRY GATES • VIRGINIA GREY • GENE LOCKHART • Screen Play by DANIEL FUCHS • SONYA LEVIEIN and JOHN FANTE • Story by DANIEL FUCHS • Produced and Directed by GEORGE SIDNEY

This, too, is Jeanne Eagels

Against these lips a man can be born again or burned again...

LETTERS TO THE EDITORS CONTINUED

BIG CRASH

Sirs:

The spectacular auto crashes LIFE has pictured ("Big Crash for Safety's Sake," LIFE, July 15) convinced the researchers once again that safety features, like seat belts, would save lives even in head-on auto crashes at 50 mph.

Here is a drawing of a car now being built which the sponsor, Liberty Mutual Insurance Co., hopes will be the final answer. It is being constructed by the Cornell Aeronautical Laboratory at Buffalo and will be ready by fall. It represents years of crash tests and it features lever-type steering instead of a steering wheel, the driver in the center and a club car seating arrangement. It also has rounded bumpers, extra roof padding and roll-over bars. Now the rest is up to Detroit.

EDWARD T. CHASE
Consultant to Liberty Mutual
New York, N.Y.

Sirs:

LIFE's story will contribute greatly to the fight against crash injuries. Articles of this kind help motorists understand that they need not die in the average crash.

WILLIAM W. HARPER
Pasadena, Calif.

EDITORIAL

Sirs:

Your editorial "Inflation: 'Cost-Push' Deals" (LIFE, July 15) was an excellent analysis of the factors which cause inflation. But how about the large groups of people who have no union to provide "two-phase escalator clauses"?

Servicemen are certain to be denied pay raises because of budget cutting and a fear of inflation.

Servicemen continue to quit to get more pay. Have we traded security for penny savings in pay?

F. T. DAY
Newport, R.I.

LIFE'S COVER

Sirs:

Maria Schell, the new film import (LIFE's cover, July 15), has a lovely, expressive, sensitive face—an infinite relief from the coy posturings of local cinema cuties.

VIRGINIA BROWN
Findlay, Ohio

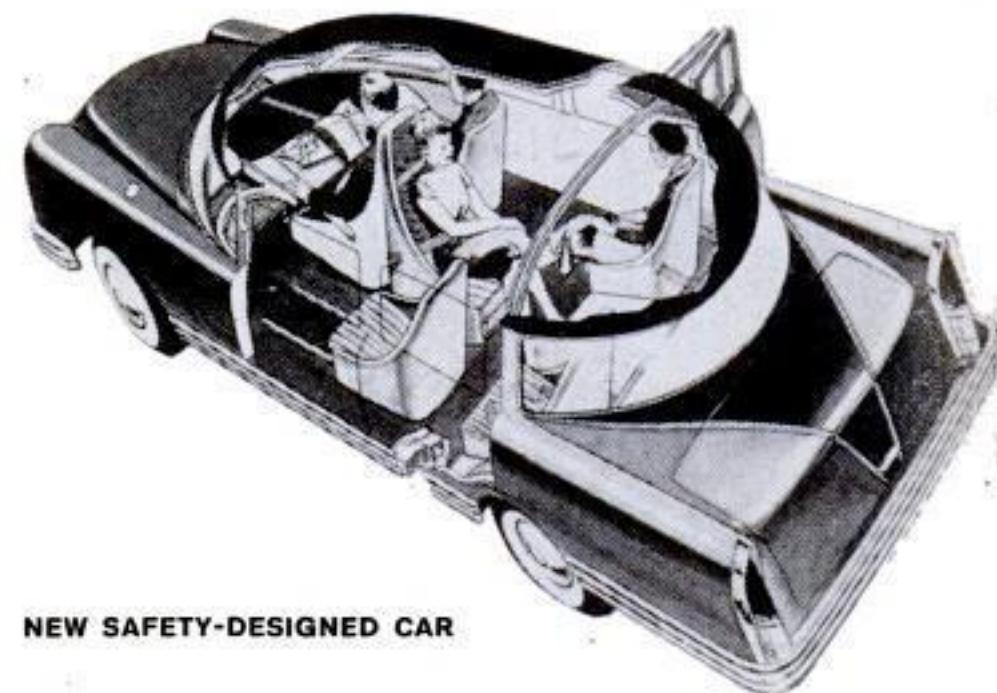
Sirs:

Brothers Karamazov is going to be quite a super production undoubtedly ("Tears Pay Off for Maria," LIFE, July 15). But apparently there will be details in it Dostoevski would deplore.

Grushenka kneeling and crossing herself uses her whole right hand, while the proper way to cross oneself in the Russian church is with the first three fingers (thumb, index and middle finger), symbolizing Trinity. Tell Hollywood.

MARIA LLOYD
Rancho Santa Fe, Calif.

• Hollywood should take note.—
ED.



COMMUNIST DISSENTER

Sirs:

"Lonely Odyssey of a Communist Dissenter" (LIFE, July 15) was very interesting. It is seldom you read about a person with the courage of Author Vladimir Dedijer, who knows just what will happen on his return to his homeland. The pictures were extremely effective and seemed to be a part of his very thoughts.

MRS. BETTYE WELLS
Chicago, Ill.

THE TENNIS PROBLEM

Sirs:

LIFE quotes promoter Jack Kramer as saying, "If money doesn't cure Lew Hoad, nothing will" ("The \$100,000 Tennis Problem," LIFE, July 15). What is there to cure? In this age of conformity his attitude seems very refreshing. He does something because he wants to, not because he feels he has to. We need more people like this. It makes life more enjoyable.

HAROLD RARRICK
Albuquerque, N. Mex.

NEA CONVENTION



In LIFE's story on the NEA convention in Philadelphia ("Pedagogical Wingding for a Centennial," LIFE, July 15) our very lovely past president, Martha Shull of Portland, Ore., looks as though she has just eaten a green persimmon. LIFE could have found a better picture than that!

BUCK REX
Hicksville, N.Y.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

They DREW their way from "Rags to Riches"

Now they're helping others do the same

By REX TAYLOR

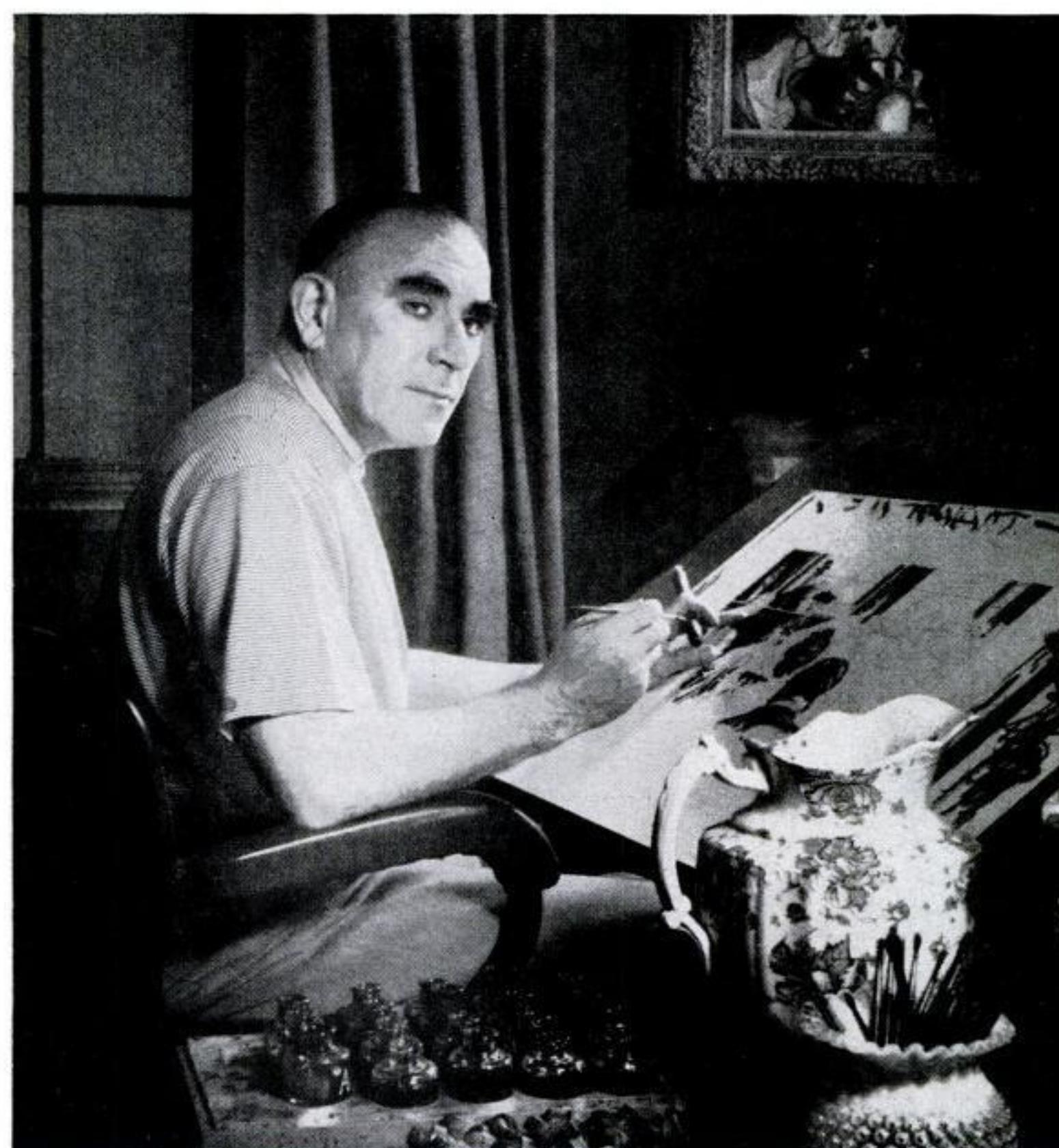
ALBERT DORNE was a kid of the slums who loved to draw. He never got past the seventh grade. Before he was 13, he had to quit school to support his family. But he never gave up his dream of becoming an artist.

Although he was working 12 hours a day, he began to study art at home in his spare time. Soon he discovered that people were willing to pay good money for his drawings. At 19 he was well launched in the field of commercial art. By 22 he was earning \$500 a week. Dorne rose higher and higher—until he became probably the most fabulous money-maker in the history of advertising art.

Dorne's "rags to riches" story is not unique. Norman Rockwell left school when he was 15. Steven Dohanos, famous cover artist, drove a truck and worked in a mill before turning to art. Harold Von Schmidt was an orphan at 5. Robert Fawcett, known as the "illustrators' illustrator," left school at 14. Austin Briggs, who struggled to support his family in a cold-water flat when he first broke into art, today lives in a magnificent contemporary home, over 100 feet long.

A plan to help others: Nearly ten years ago, these men gathered in Dorne's luxurious New York studio for a fateful meeting. With them were six other equally famous artists — Al Parker, Jon Whitcomb, Fred Ludekens, Ben Stahl, Peter Helck, John Atherton. Almost all had similar "rags to riches" backgrounds.

Dorne outlined to them a plan for sharing their good fortune with others. Dorne pointed out that artists were needed all over the country. And thousands of men and women wanted very much to become artists. What these people needed most was a convenient and effective way to master the trade secrets and professional know-how that the famous artists themselves had learned only by long, successful ex-



(Photo by Ferenz Fedor)

ALBERT DORNE—one of the greatest money-makers in commercial art. From the window of his luxurious studio high above New York, Dorne can see the slum tenement where he once lived.

perience. "Why can't we," asked Dorne, "develop some way to bring this kind of top-drawer art training to anyone with talent . . . no matter where they live or what their personal schedules may be?"

The idea met with great enthusiasm. In fact, the twelve famous artists quickly buckled down to work—taking time off from their busy careers. Looking for a way to explain drawing techniques to students who would be thousands of miles away, they turned to the war-born methods of modern visual training. What better way could you teach the art of making pictures, they reasoned, than through pictures? They made over 5,000 drawings specially for the school's magnificent home study lessons. And after they had covered the fundamentals of art, each man contributed to the course his own special "hallmark" of greatness. For example, Norman Rockwell devised a simple way to explain characterization and the secrets of color. Jon Whitcomb showed how to draw the "glamour girls" for which he is world-famous. Dorne showed step-by-step ways to achieve animation and humor.

Finally, the men spent three years working out a revolutionary, new way

to correct a student's work. For each drawing the student sent in, he would receive in return a long personal letter of criticism and advice. Along with the letter, on a transparent "overlay," the instructor would actually draw, in detail, his corrections of the student's work. Thus there could be no misunderstanding. And the student would have a permanent record to refer to as often as he liked.

School is launched; students quickly succeed: Thus was born the Famous Artists Schools — whose campus is the U. S. mail, whose classrooms are the students' own homes and whose faculty is the most fabulous ever assembled in the history of art teaching. The school's activities started in a converted old barn in Westport, Conn. It grew rapidly. Today it occupies its own modern building and has 5,000 active students in 32 countries. The twelve famous artists who started the school as a labor of love still own it, run it, and are fiercely proud of what it has done for its students.

Don Smith is a good example. When he became a student three years ago, Don knew nothing about art, even doubted if he had talent. Today, he is an illustrator with a leading advertising agency in New Orleans.

Lilian Ashby—Canadian student—reports: "I'm losing count but believe I have painted 57 and sold 41 pictures since beginning your wonderful training."

John Busketta is another. He was a pipe-fitter's helper with a big gas company until he enrolled in the school. He still works for the same company—but now he is an artist in the advertising department, at a big increase in pay.

Elizabeth Merriss—busy housewife and mother—now adds to her family's income by designing gift wrappings and greeting cards, and illustrating children's books.

John Whitaker of Memphis was an airline clerk when he enrolled. Two years later, he won a national cartooning contest. Recently he signed a contract to do a daily cartoon feature for a group of newspapers.

"**Where are the famous artists of tomorrow?**" Dorne is not surprised at all by the success of his students. "Opportunities open to trained artists today are enormous," he says. "We continually get calls and letters from art buyers all over the U.S. They ask us for practical, well-trained students—not geniuses—who can step into full-time or part-time jobs.

"I'm firmly convinced," Dorne goes on, "that many men and women are missing an exciting career in art simply because they hesitate to think that they have talent. Many of them do have talent. These are the people we want to train for success in art . . . if we can only find them."

Unique art talent test: To discover people with talent worth developing, the twelve famous artists created a remarkable, revealing 12-page Talent Test. Originally they charged \$1 for the test. But now the school offers it free and grades it free. Men and women who reveal natural talent through the test are eligible for training by the school.

Would you like to know if you have valuable hidden art talent? Simply mail coupon below. The Famous Artists Talent Test will be sent to you without cost or obligation. And it might lead you to become one of the "famous artists of tomorrow."

FAMOUS ARTISTS SCHOOLS

Studio 285, Westport, Conn.

I want to find out if I have art talent worth developing. Please send me—without obligation—your Famous Artists Talent Test.

Mr. _____ Age _____
Mrs. _____
Miss _____ (PLEASE PRINT)

Address _____

City, Zone, State _____



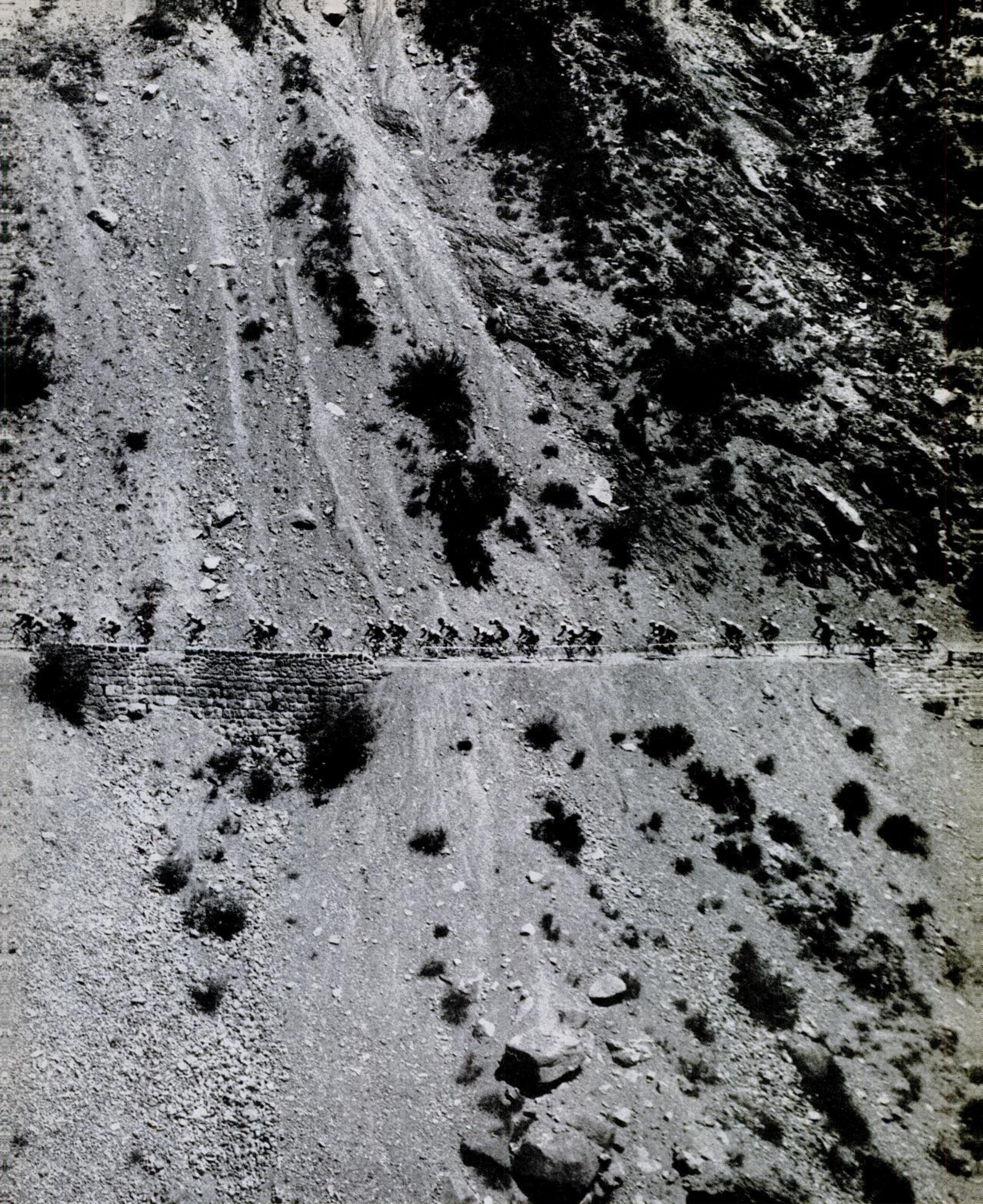
NORMAN ROCKWELL—this best-loved American artist left school at 15.

SPEAKING OF PICTURES



A Cycling Centipede

The greatest bicycle race in the world, the Tour de France, is also one of the most photographed. For 22 days as the cyclists pedal

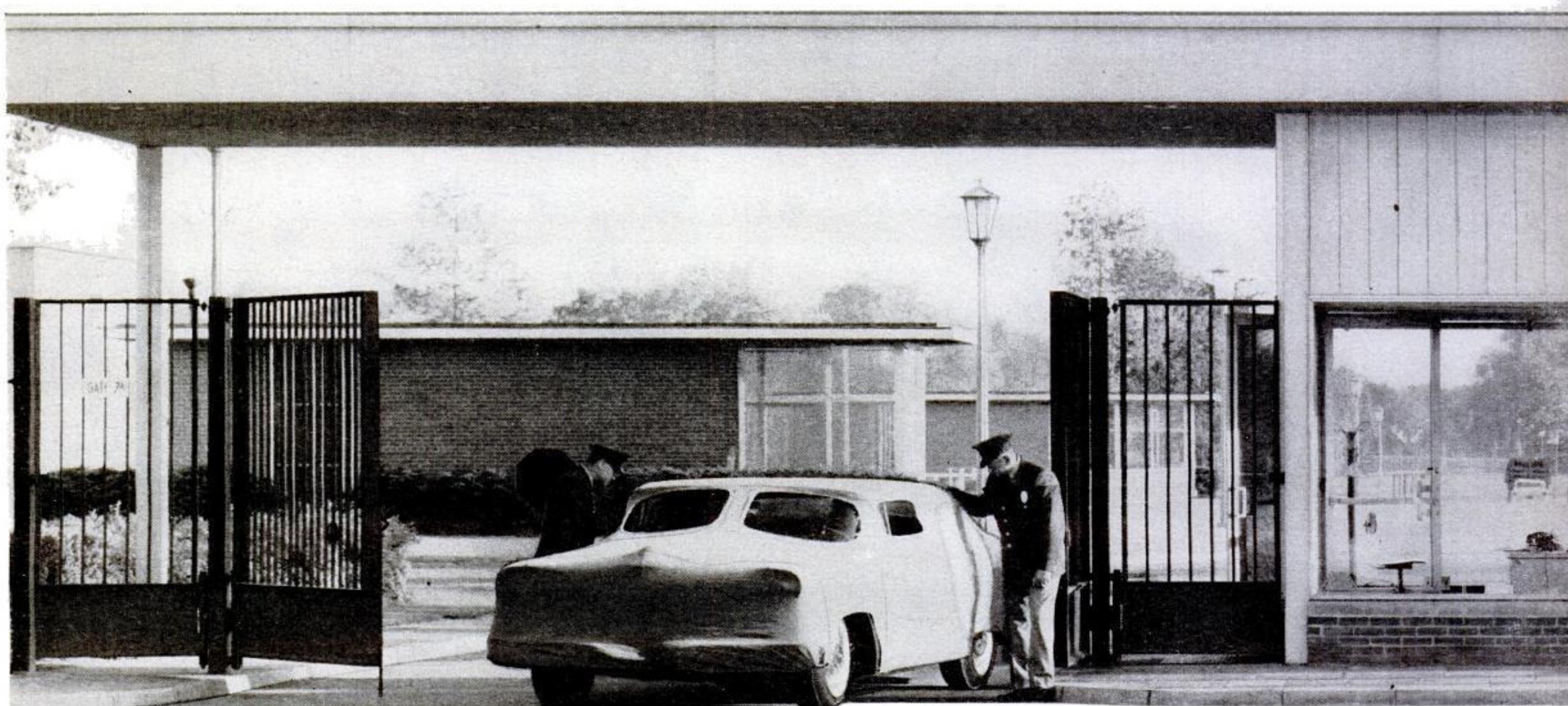


2,800 tortuous miles through towns and open countryside, cameras bristle everywhere. But seldom has a photograph captured the grinding

spirit of the Tour de France better than the one taken last month by Photographer Robert Delvac. As the cyclists pumped painfully over

Mont Faron in the French Alps, strung out like a centipede on wheels, Delvac shot his panorama of raw rock and laboring muscle.

A man in your town recently made a decision



It was more than an ordinary business decision.

This man took his money, his skill, his business reputation, his whole future and—becoming an Edsel Dealer—he staked it all on the new Edsel automobile.

That took a lot of doing. But he had to be a pretty exceptional man in the first place, or he and the Edsel Division would never have gotten together. The men

that will change his life



Who build the Edsel don't want a lot of dealers. They
just want the best.

Which leaves only one question.

With so much to offer, why is this man so willing to tie
himself and his future to a car that neither you nor
any of your friends has even seen as yet?

The answer is simple: He has seen it. He has driven it.

The EDSEL is on its way

New member of the Ford family of fine cars

EDSEL DIVISION • FORD MOTOR COMPANY • DEARBORN, MICHIGAN



HOMER, LA. BOOSTERS RIDE OUT ON TRACK TO MAKE INSPECTION TRIP TO NEW 80-ACRE FACTORY AREA



COMMUNITY BOOSTERS IN BOOTSTRAP BOOMS

U.S. towns catch new industries with hoopla, help and hard cash

The booster spirit, which helped make America great despite all the kidding it has had to endure, is booming throughout the land with a new and special kind of energy. From Maine to California, communities large and small are pitching into competition to attract new industries, new workers and new money. For some of the contenders the driving motive is ambition to grow big and rich. For others, caught in the shifting patterns of a complex economy, it is simply a desperate effort to survive.

The device used by boosters to lift their towns by the economic bootstraps is called the "community development corporation." A publicly owned and financed organization, chartered under state law, it is dedicated to enticing new enterprises to move in. Part of the technique is hoopla—stunts designed to focus attention on a town's good points. But its real machinery is a complex of tempting business baits: loans to new businesses in need of financing, periods of tax moratorium, flattering

cooperation on the part of state, county and municipal agencies, free help in preparing facilities, sometimes free building sites and occasionally even free buildings.

Because of overoptimism, overeagerness or promises never performed, the plans sometimes come to grief. Bidding too hard for new enterprises, some communities commit themselves to unsound projects or permit themselves to be drawn into ruinous counterbidding. But when well planned and executed, the campaigns pay off. U.S. Chamber of Commerce studies show that for every 100 new factory workers, a community can expect to benefit by 296 new citizens, 112 more homes, \$590,000 more in personal income, 174 more workers in other lines, 107 more cars, four more retail stores and \$360,000 annually in additional retail business. On these and the following pages LIFE shows some representative communities hard at work on their own uniquely American experiments in boosting themselves to a boom.

HOMER, LA. The booster organization of this 4,960 population town assembles around signs pointing up nearness to big city markets. From front are Homer Development



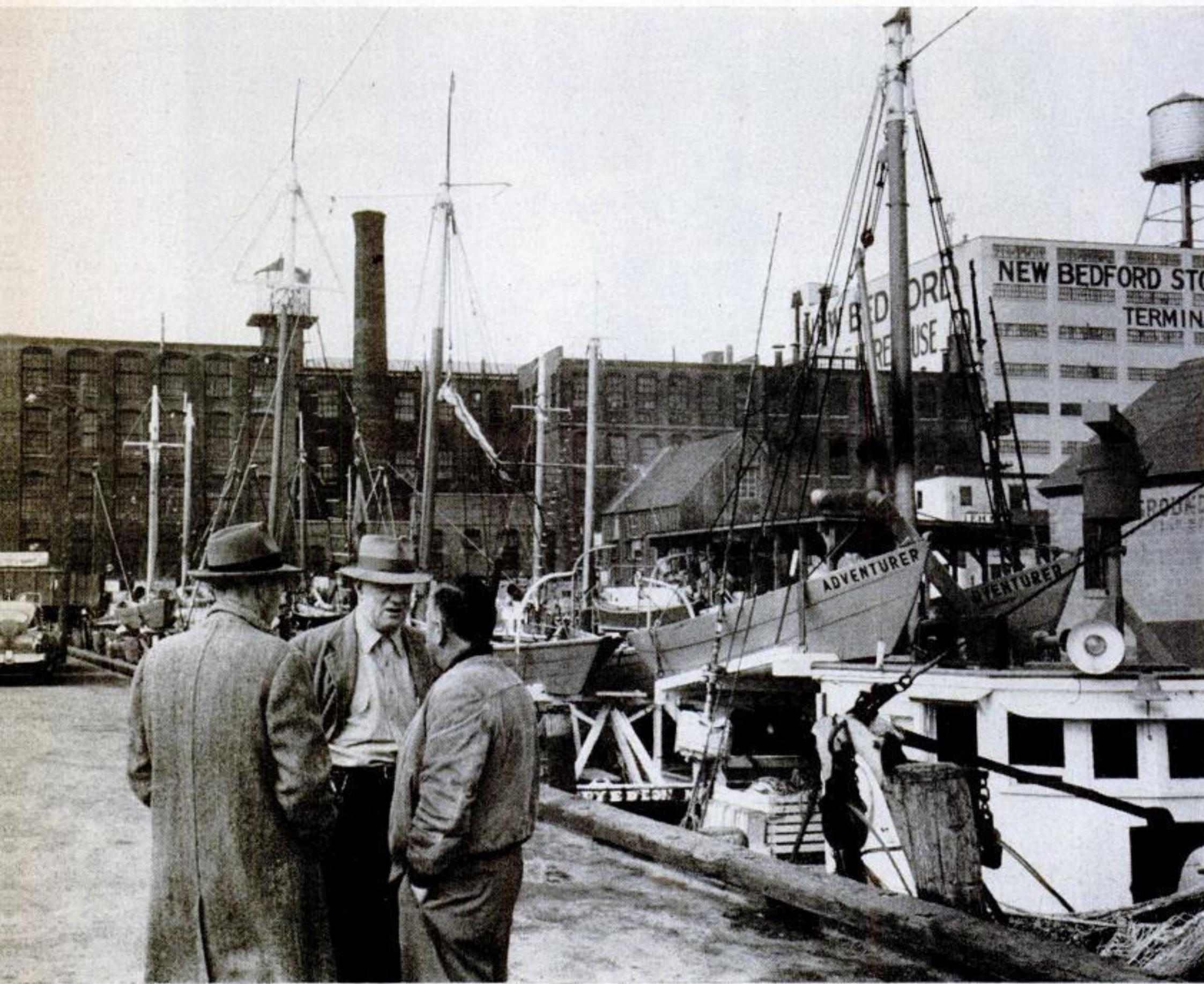


Co. directors, wives who serve booster dinners, high school band. At sides are machines to grade roads to factory sites and police and firemen. Homer has attracted paper, plastics and box plants hiring 100.

SALTSBURG, PA. To celebrate Progress Week this town of 1,156 population elects a community queen. Candidates are paraded in new Steiner drapery-making

plant, brought in by the community corporation. With another new plant, Jiffy Steak Company, Saltsburg now has 235 new jobs. These were the first new industries the mining town has had in 70 years.





NEW BEDFORD, MASS.

Once boasting the highest per capita income of any seaport, this city twice saw prosperity slip away: first when whaling declined, then when textiles began moving south. Lately, alarmed by 4,000 unemployed and population drop of 14% to 105,000, New Bedford leaders organized a drive to jolt up its somnolent

waterfront (*above*) and static industries. When a New York financier agreed to underwrite an 800-acre "industrial park", the residents voted bonds to install utilities. To begin the drive, New Bedfordites staged a 1,000-plate banquet at which banqueters took a pledge (*below*) of "cooperation unlimited" to new industries. First big response came recently when Quaker Oats decided to set up a plant.

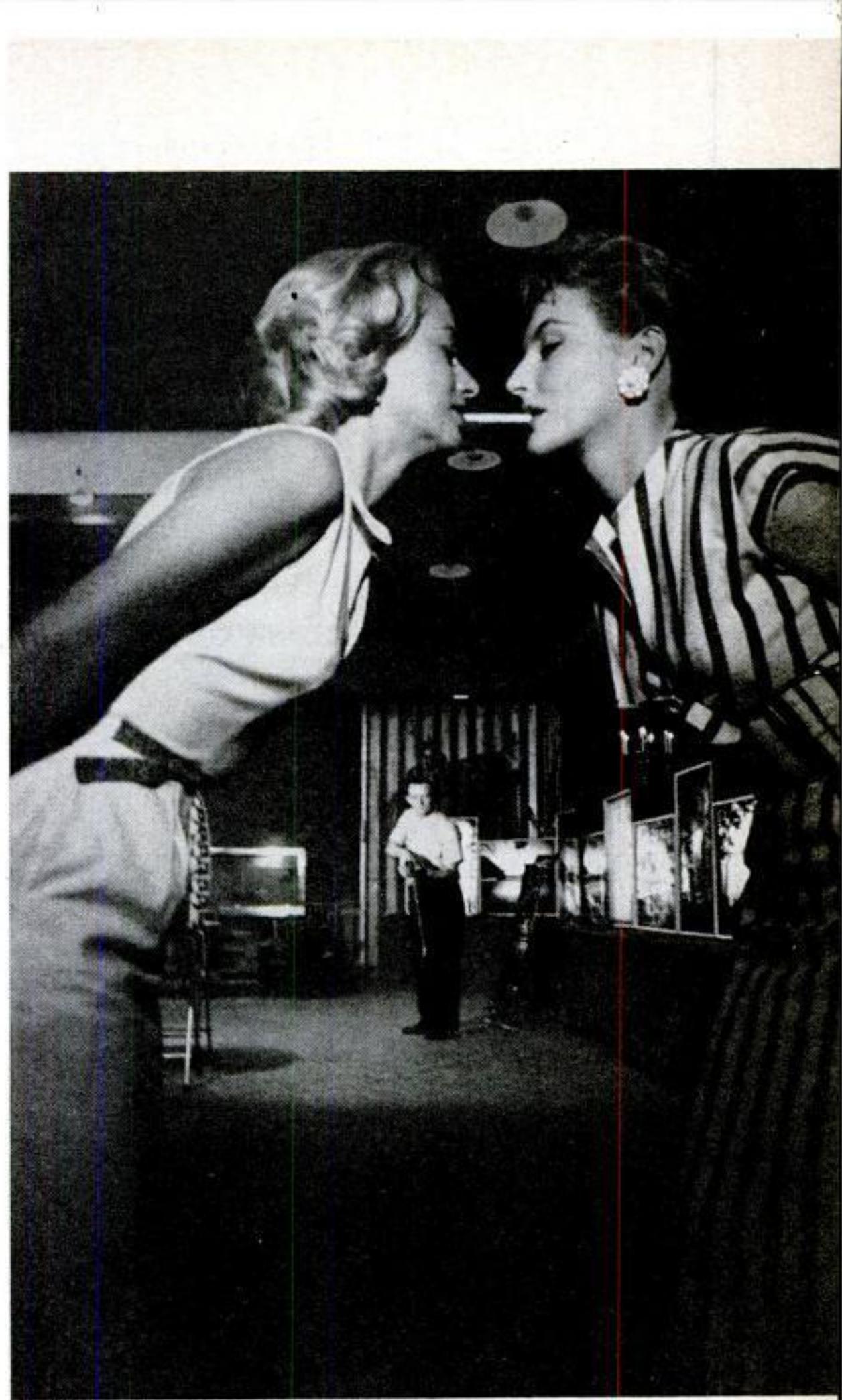


GREENEVILLE, TENN. Virtually a one-industry tobacco town in 1945, Greeneville was stirred to act by fear that returning GIs would move out. Towns-

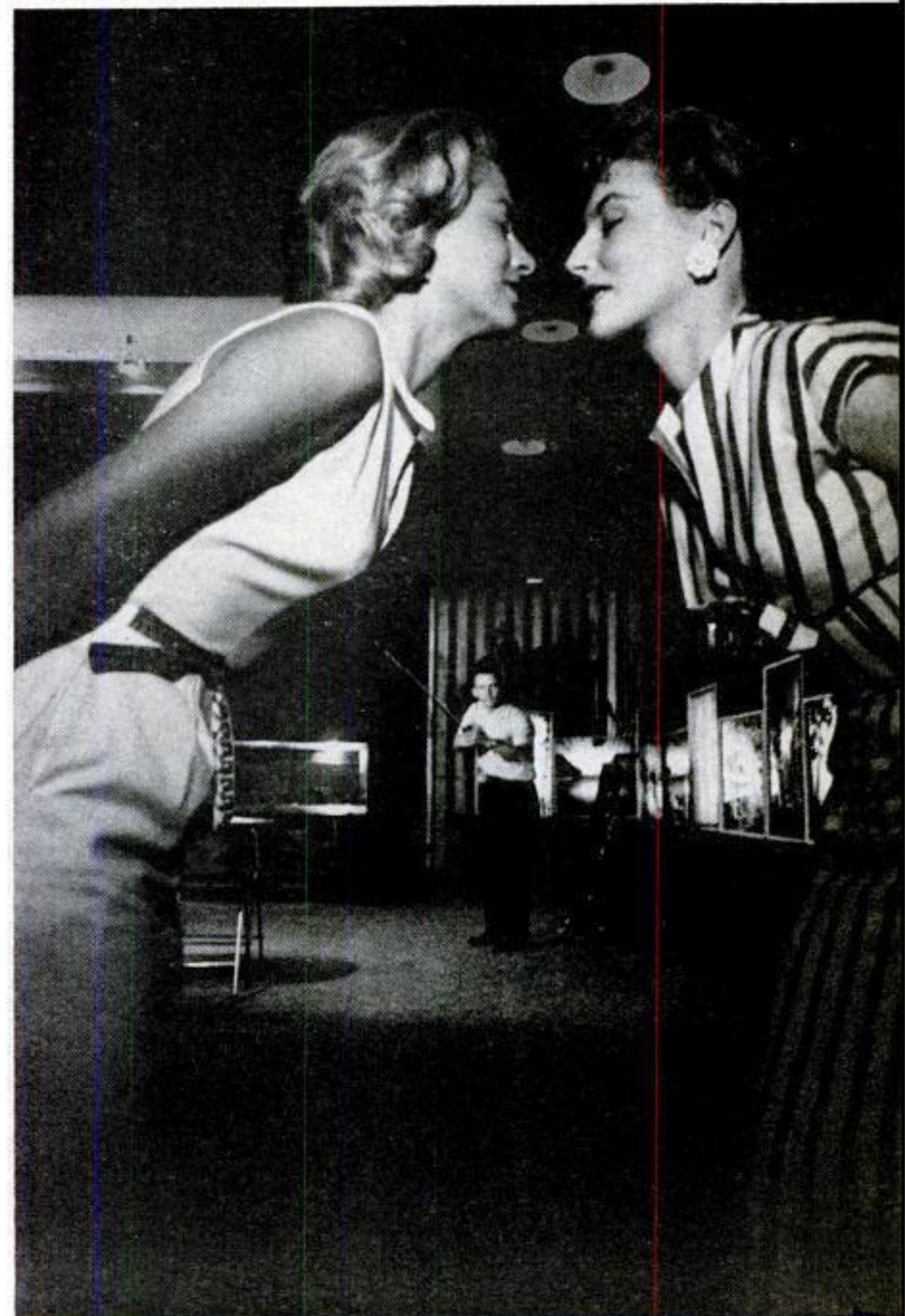


men raised \$102,000 and formed Greene County Foundation, some of whose stockholders are assembled in front of bank at top. Encouraging new industries with sites, loans and facilities, Greeneville

now produces 100 new products, from elastic to chairs. Newcomer, which upped Greeneville's payrolls \$11 million a year, is Magnavox TV plant (*bottom*). Town grew from 5,800 to 9,500 in 10 years.



MINNESOTA An all-state group set up to entice new industries recently made a bid in California. Thirty Minnesotans entertained 200 Los Angeles industrialists with an act plugging the lake state's attractions. Fly caster Don Allen (*background above*) flicked a lure at a cigarette held by Dorothy Crow (*left*) and Doris Hurley so expertly that only the cigarette moved (*below*).



Mr. Manufacturer...
We extend an open invitation to you...

**COME, MEET THE MEN
OF SANFORD, MAINE**
 "THE TOWN THAT REFUSED TO DIE!"

Come and Talk With All of Us At
HOTEL COMMODORE
 NEW YORK CITY

SANFORD COME-ON, an ad in New York papers, invites prospects to call on the traveling boosters.

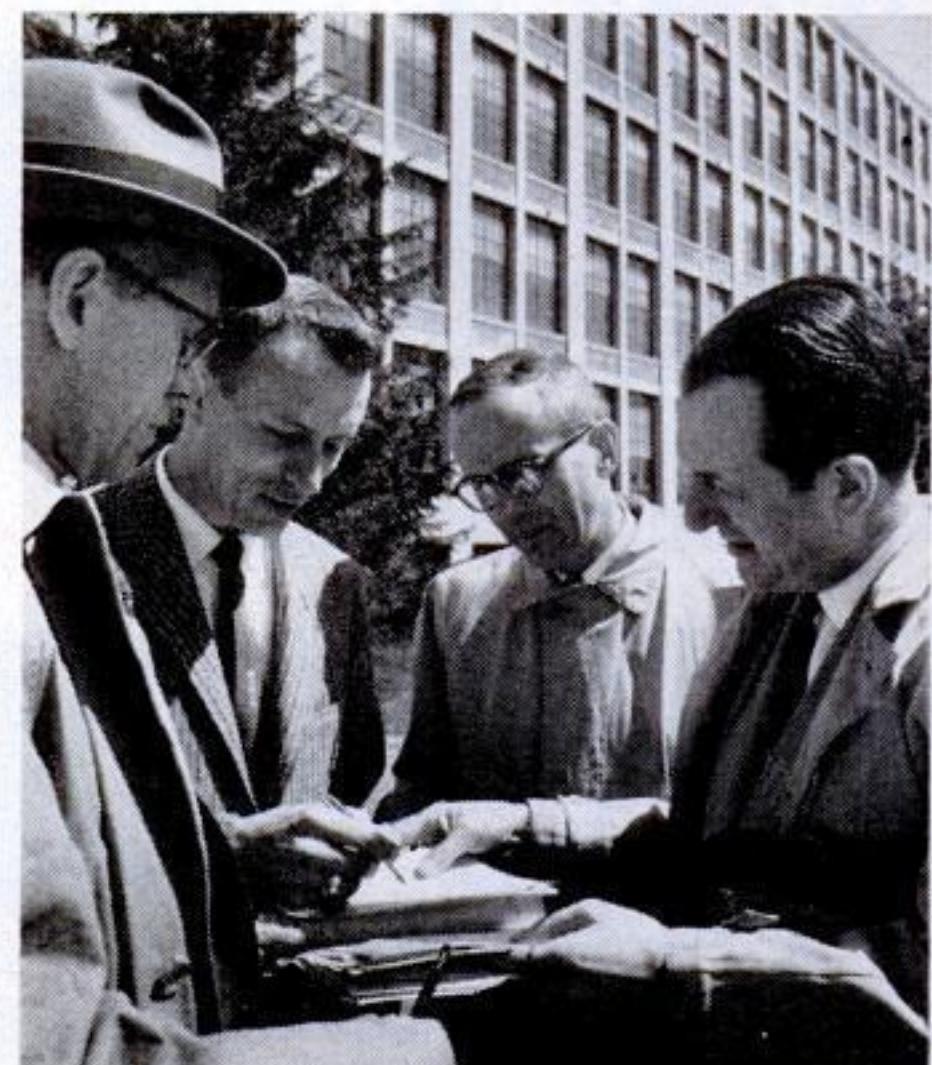
TASK FORCE (from left) is Allen Mapes, William Wright, Ralph Lovell, Louis Shapell, John Nutter.



A PROSPECT, Louis N. Georgelas (right), calls on Sanford group to discuss printing company project.



IN SALES TALK boosters William St. Onge (left), Andre Chabot (right) show Georgelas possible sites.



ON THE SPOT, Georgelas (right) discusses factory in background, says only problem is financing.

A MAINE TOWN AND A SOUTHERN STATE BUILD BETTER FUTURES

Sometimes preplanned boosterism is the last-ditch stand of a hard-hit town. Such was the case with Sanford, Maine when, in 1954, 82-year-old Goodall-Sanford mills (Palm Beach cloth) moved south, abruptly cutting off 85% of the town's industrial payroll. Instead of despairing, the city fathers organized a drive to fill the abandoned mills' two million square feet of floor space. Using advertisements and persuasive teams of traveling salesmen (top right), they managed to bring in 16 new

businesses and fill 1.6 million square feet in the space of only 18 months.

In Arkansas, which has been pressed by droughts and unemployment, a similar drive is going forward on a statewide scale. Its leader is a relatively new citizen, Winthrop Rockefeller. Recently Rockefeller opened his showplace farm, Winrock, to 880 state leaders who, as they met to plan new action, could already congratulate themselves on bringing to Arkansas more than 200 new industries and 20,000 new jobs.

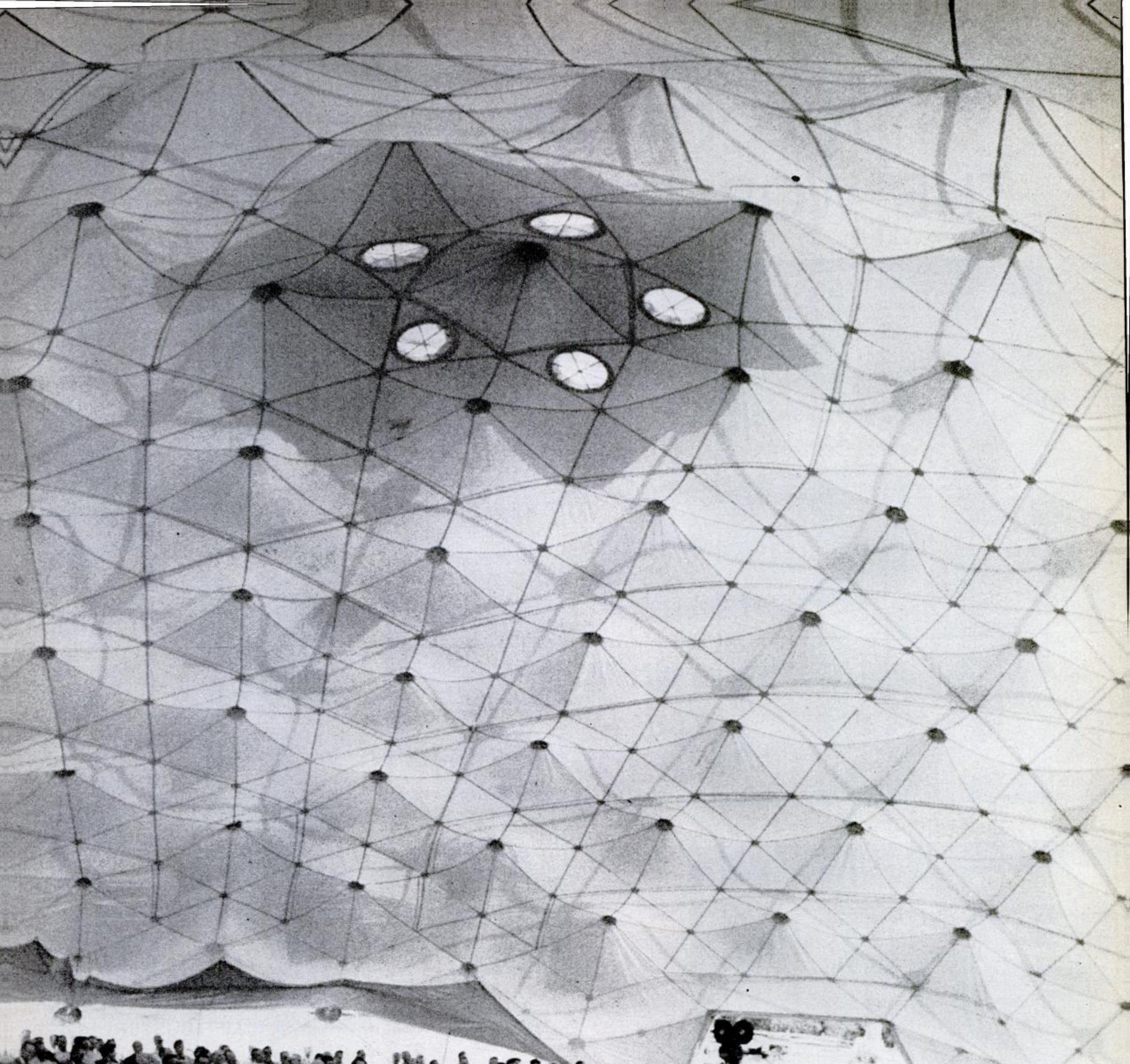


ROCKEFELLER BARN, ordinarily used for showing Rockefeller's prize Santa Gertrudis cattle, has

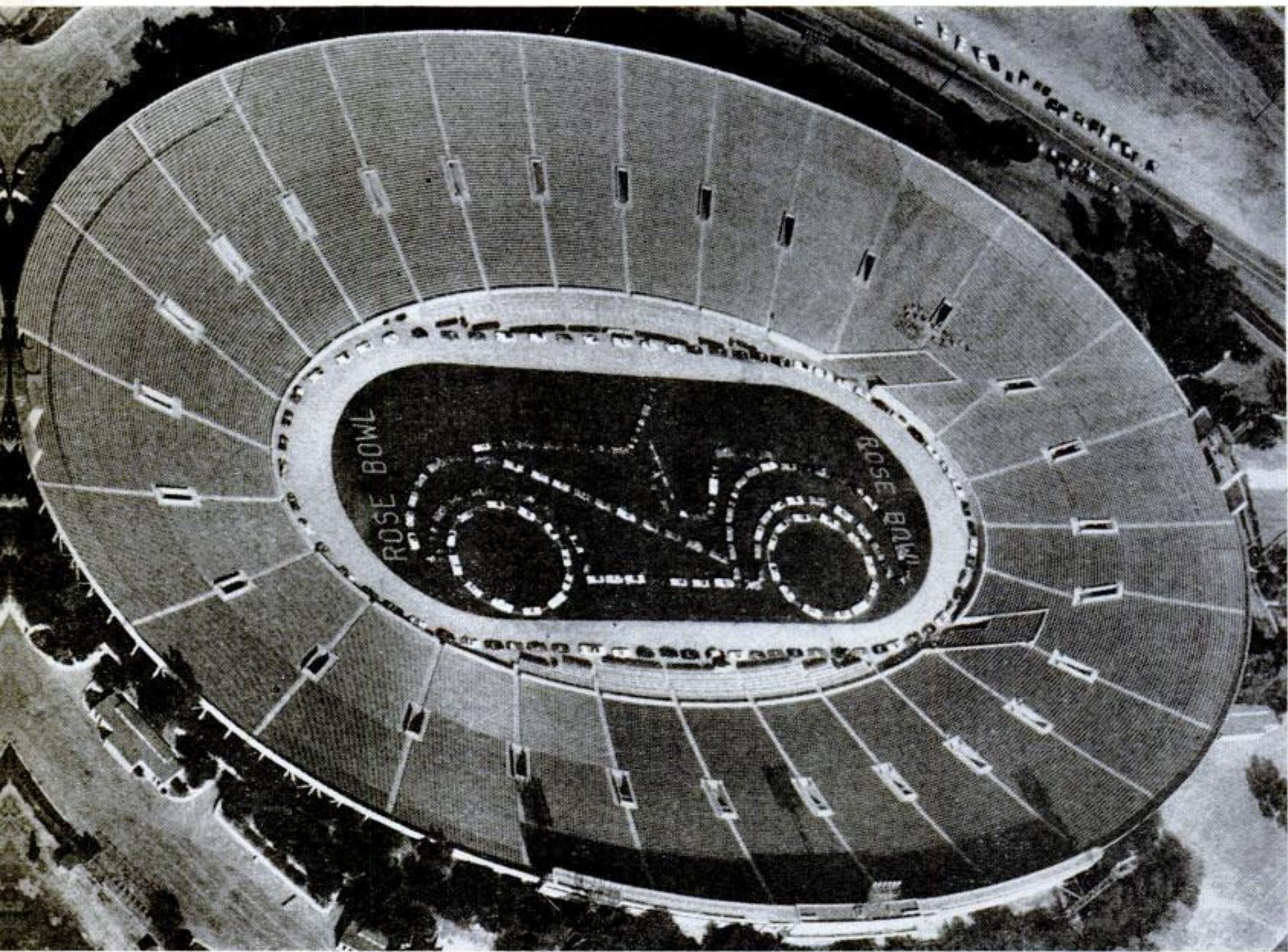
been converted for use by the convention. The delegates are congregating there for a buffet lunch.



HOST ROCKEFELLER, as chairman of state's development commission, greets conference guests.



A LOOK AT THE WORLD'S WEEK



MONSTER SPORTS CAR

As the popularity of sports cars increased in the U.S., California staged the biggest sports-car rally ever held in the nation. After safely completing a 135-mile cross-country run that tested timing and navigational skills, drivers wheeled 113 cars into Pasadena's famed Rose Bowl and carefully formed a monster sports car as 71 others circled around them.

◀ EMBATTLED FARMERS

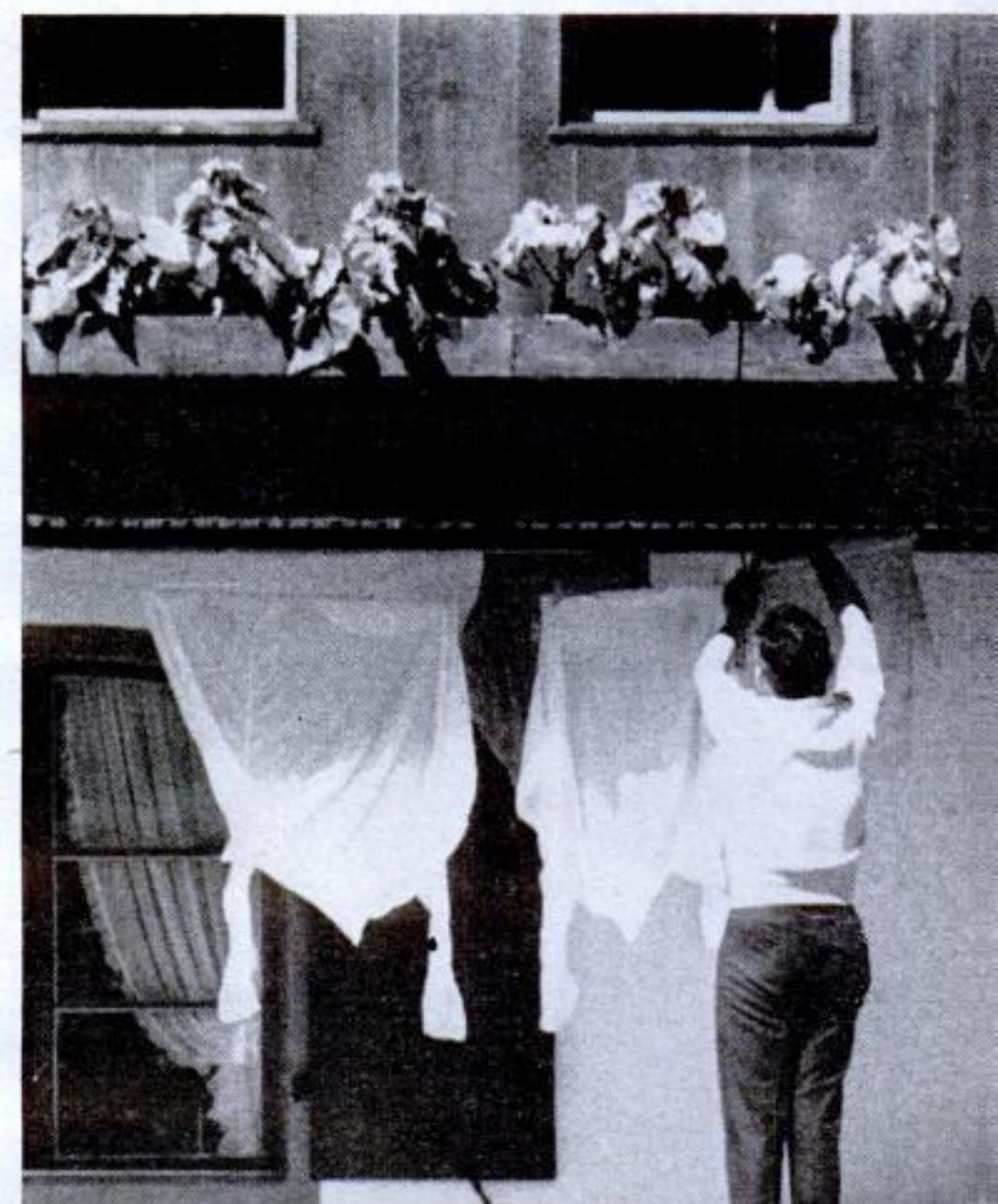
By their rude bridge that arched the Colorado River a band of embattled Arizona farmers stood. Without the usual permission from government agencies, they had built the \$50,000 span to get crops to market. Now Army engineers have given them 20 days to modify it to suit navigational requirements, but if they make the changes the farmers can keep their bridge.

AN UNPRINCELY CHORE →

With a princess and a retinue of servants to look after him the Prince of Monaco is one man who would not be expected to do domestic chores. In Switzerland, however, where he and Princess Grace are currently spending a three-month vacation, Prince Rainier stepped out of his secluded villa, laundry in hand, and unceremoniously hung out his shirts to dry.



THREE MILLION TONS OF ROCK
FROM A BLUFF-BUSTING BLAST





Surging up from a Utah cliffside, a massive smoke cloud marked the mightiest nonatomic explosion in history. Needing broken rock for a 13-mile-long fill to replace the Southern Pacific Railroad's famous trestle across

Great Salt Lake, engineers set off 1.7 million pounds of high explosives. The blast buried some railroad tracks, knocked out telephones, severely jolted observers half a mile away and shattered three million tons of rock.

← THE BEY ON HIS WAY

In Carthage the Bey of Tunis stepped out of his official palace on his way to a humbler residence. His country's constituent assembly had just deposed him, ending the 252-year beylical dynasty and proclaiming Tunisia a republic. To head the new government the assembly voted to elect Premier Habib Bourguiba (LIFE, July 8) as the first president of Tunisia.

AN ENIGMATIC HOLE →

At George Air Force Base, Calif., Western Airlines Inspector Frank Vosepka peered through a mysterious hole in a Convair. At 10,000 feet over the Mojave Desert passenger S. F. Binstock had been blown right through the side of the plane. He had \$125,000 air insurance, but the FBI, which found a blasting cap on board, was not sure how his death had occurred.





WESTMINSTER HALL, where Henry III in 1224 established "three judgment seats"—common pleas,

the king's bench and the lord chancellor—is entered by British judges as U.S. lawyers respectfully stand.



DISTINGUISHED SPEECH by Attorney General Brownell, calling for a law of nations, is listened to

LAWYERS FROM

American and British bars meet

In the stately vastness of London's Westminster Hall, the American Bar Association last week met for part of its 80th annual conference. Most of the 3,000 U.S. lawyers had paid their own way to this historic meeting. Together with the hosts, the Law Society and the General Council of the Bar of England and Wales, they met in the "cradle" of English common law to consider a mutual heritage.

Describing this heritage, U.S. Chief Justice Earl Warren called it "not the least precious and certainly the most enduring cargo carried by the *Mayflower*." Next day he became a figure of controversy when a special committee



by English jurists, some wearing official wigs and robes. From the left they are Lord Justice Hodson

(face partly obscured), Lord Evershed, Lord Justice Romer, Earl Jowitt, Lord Justice Sellers, Lord

Reid, Lord Justice Pearce (behind lectern), Lord Somervell of Harrow and Mr. Justice Finnemore.

TWO NATIONS REVERE ONE LAW

in London and hear Brownell's challenge to create a world order

report charged that recent Supreme Court decisions (*LIFE*, July 1) "may have tied the hands of our country . . . by leaning too far backward in the maintenance of theoretical individual rights."

Viscount Kilmuir, Britain's lord high chancellor, dwelling upon the nature of two legal systems rooted in the principles of guiding precedent and equality before the law, told the delegates, "Be of good heart. The ideals which underlie the laws of our two countries have outlasted many tyrannies."

But the most challenging words of all were addressed to the lawyers of both nations by

U.S. Attorney General Herbert Brownell. Setting forth the noblest goal to which any system of law can aspire, he said, "We must perfect a machinery for settlement of international disputes, not occasionally but on a total basis.

. . . We must establish an era where nations as well as individuals are subject to justice under law. A civilization which has brought forth the methods of the common law and developed the Bill of Rights should not shrink from this new command."

After taking full part in this serious and worthy business, the lawyers found time for the more usual pursuits of tourists (pp. 24, 25).



CHIEF JUSTICE WARREN IS ESCORTED FROM HALL BY LORD DENNING →

Lawyers CONTINUED

WIGS AND TOPPERS IN A HALLOWED SETTING



IN FORMAL ATTIRE Associate Justice Tom Clark pauses outside Westminster Abbey. He was one of the three U.S. Supreme Court justices to attend.



DELEGATE'S WEDDING takes place as Grace B. Doering, head of National Association of Women Lawyers, marries Rancher Jack McCord in London.



SCOTLAND YARD GUEST, New York Police Commissioner Stephen Kennedy, signs visitors' book. During convention he pounded beat with a bobby.

INFORMAL PORTRAIT (left) of formally dressed Herbert Brownell and ABA President David Maxwell is taken outside Parliament by Vincent McDevitt.

BEWIGGED TEXAN William Hamblen, a retired judge, delights wife by trying on headgear of an English judge in sedate setting of Chancery Lane shop.



OUR HUGE ROAD-BUILDING PROGRAM IS FREE OF GRAFT IN SOME STATES. WHY NOT ALL?

The new road building visible on all sides this summer is nothing to what you will be seeing next year and many years thereafter. About \$100 billion will be spent, stimulated by the big federal contribution authorized by the Highway Act of 1956. At least 41,000 miles of new interstate highways will link practically all cities of over 50,000 population in the U.S. It is the most colossal project since the Roman Empire built its 50,000-mile road grid—and for that Rome took 500 years instead of our projected 15.

As Edward T. Chase points out in the current ARCHITECTURAL FORUM, this highway program may mean a bigger change in our environment than flying saucers or nuclear energy. It raises so many problems about life in the United States that we cannot hope to solve them all in advance. The final solution to the billboard question, for example (LIFE, March 11), may set our esthetic tone for a generation; still more important is whether the new highways will ameliorate the overcrowding in our great cities or just make it worse. But there is one problem which can and should be tackled now, since several states have found a solution for it. We mean graft. One hundred billion dollars is quite a magnet for crooks in any league, and highway construction, which has been up to here in politics since the time of the Gracchi, has a special attraction for quick-buck artists.

At least two states have proved that their highway appointees were ill-prepared to handle the coming federal shower of gold without scandal. A Pennsylvania jury last week convicted five men, including a former Turnpike Commission chairman, of trying to defraud the commission of no less than \$19.5 million. The case involved a contract to drill and fill some abandoned coal mines that underlay a turnpike extension, but the work done was largely a gigantic boondoggle, and the contract was clearly drawn either by grafters or incompetents.

In Indiana three former highway officials, including a commission chairman, have been indicted for misusing their jobs. The chairman is charged with purveying inside dope on prospective land acquisition so that friends could buy lots and then sell them to the state at "excessive prices." This same chairman has also shown up in nearby Iowa, charged by a legislative committee with trying to rig specifications for highway equipment there. But Iowa is in good shape compared to Indiana, where a lot of other people apparently got into the land acquisition act, including Maurice Hutcheson, president of the Brotherhood of Carpenters, one of the four unions which will have most to do with the whole road-building program.

The Indiana mess came to light through the enterprise of the Indianapolis newspapers, the kind of enterprise which every state needs to keep its highway skirts clean. But the subsequent cleanup has certainly been hastened by the fact that Bertram Tallamy, chief of the Federal Bureau of Public Roads, immediately announced that he was withholding federal funds from Indiana. According to the grand jury, a chief source of the corruption was the sloppy housekeeping of the highway department under former Governor Craig. The department had neither the trained personnel nor the clear regulations it needed. The new governor, Harold Handley, has installed a new "hard as nails" policy which has recently removed the stopper from the federal faucet.

The Indiana experience shows where most trouble is to be expected in the new program, namely land acquisition. The appraisal of land values is an inexact science at best, but it is

complicated by two factors, one old and one new. The new one is the limited access highway, which may divide a man's farm in two and then force him to drive 30 miles to get across it; this can destroy as much value as the old-fashioned highway used to create. The older factor is the larcenous impulse that wells up in every landowner whenever he smells taxpayer's dough. When the state's offer to buy is backed by the threat of condemnation, this larcenous impulse becomes self-righteous, and judges and juries often share it. Since close to a million parcels will be changing hands before we get these highways built, this attitude may add enormously to their cost.

One way to combat it has already been learned by the best highway departments. Former Chairman Robert Beck of the Iowa highway commission says they "have long since abandoned the horse-trade theory. . . . The state does not want to pay less than it is worth, or it would be cheating its own citizens; nor does it want to pay more." The method of publicity for intended routes, independent prenegotiation appraisal, and condemnation if necessary should gradually tame our natural larceny and minimize the margin for graft.

The Bureau of Public Roads has set and can enforce minimum national standards, but there remains a wide spread between the best and worst of the 48 independent highway departments. Nearly half of these are not yet immunized from politics (though some of those which remain political, notably Texas and Virginia, have very good highway departments indeed). Every department will need to do more than it has to attract and hold good engineers. When the Maryland department launched a college recruitment program lately, it was able to find only one of 80 needed engineers and in the meantime lost 70 more. The engineer shortage may prove to be the most vulnerable part of the whole program unless every department improves its pay and professional status.

Thus further scandals are to be expected; but it would be a sad mistake to take them for granted. Not only good newspapers but public attitudes can make an enormous difference, as is evidenced by the best highway department of them all, California's.

It has its own sources of income and methods of expenditure, prescribed by the constitution and statutes, virtually beyond any legislative meddling. Its highly professional staff is protected by civil service and its unpaid commissioners are picked by the governor "with just as much care," says the director of the northern California A.A.A., "as a regent of the university. He can't afford to mix politics with highways because every motorist in California watches him like a hawk." The land acquisition program, wholly separate from maintenance and construction, is run according to a long-range plan which the legislature adopted in 1953 after eight years of study and hearings. Contractors are kept up to tow by their own organization, by state records of past performance called "the integrity file," by the A.A.A. and by other private groups. Behind all this is a public attitude that stems from the fact that California grew to political maturity in the automobile era. Everybody depends on the highways, from farmers to weekend skiers, and everybody is his own watchdog. Says one state senator, "It would be easier and safer to tamper with the water supply than the highway program. . . . This is a highway state."

The other 47 are, or soon will be, "highway states" too. The vast new road program will be cleaner, cheaper and better if all of us copy our best models.

BURLINGTON SHOWCASE

SPOTLIGHTING FASHIONS IN BURLINGTON FABRICS...ON SHOW NOW IN FINE STORES



McINTOSH RED in QUADRIGA® cloth (there are bushels of prints to choose from; solids, too), the NEEDLEIZED® cotton that's so easy to sew. Simplicity pattern, #2160.

DELICIOUS RED in one of the many varieties of MANANA, the combed cotton with the drip-dry, no-iron finish. Make it yourself from Simplicity pattern, #2164.

GOLDEN RUSSET plaid . . . just one of the many exciting novelties you'll find in GALACORD . . . the fine corduroy with the velvety touch. Simplicity pattern, #2149.

PIPPIN RED . . . one of a group of no-fade colors in SOFT TOUCH, a crush-proof acetate* and nylon blend with the texture of cashmere. Simplicity pattern, #2157.

STUDENT'S PET . . . THE APPLE-RED SHIRTDRESS

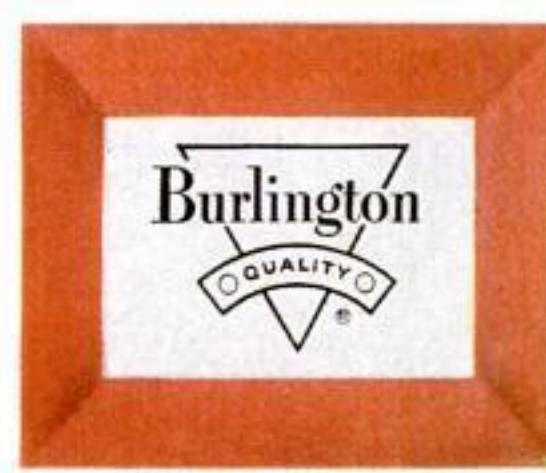
Make it yourself in the Ely & Walker fabric you like best

Cotton prints as crisp as a Fall day, refreshing patterns on velvety corduroy, and a brilliant new blend blessed with the feel of cashmere . . . these are the fashion-right fabrics you'll choose for the kindergarten to college set.

Sew them into shirtdresses, into anything you dream of; you'll have more

clothes for less money. And, because these Ely & Walker fabrics are backed by the Burlington triangle, you know they wash without fading, give years of wear.

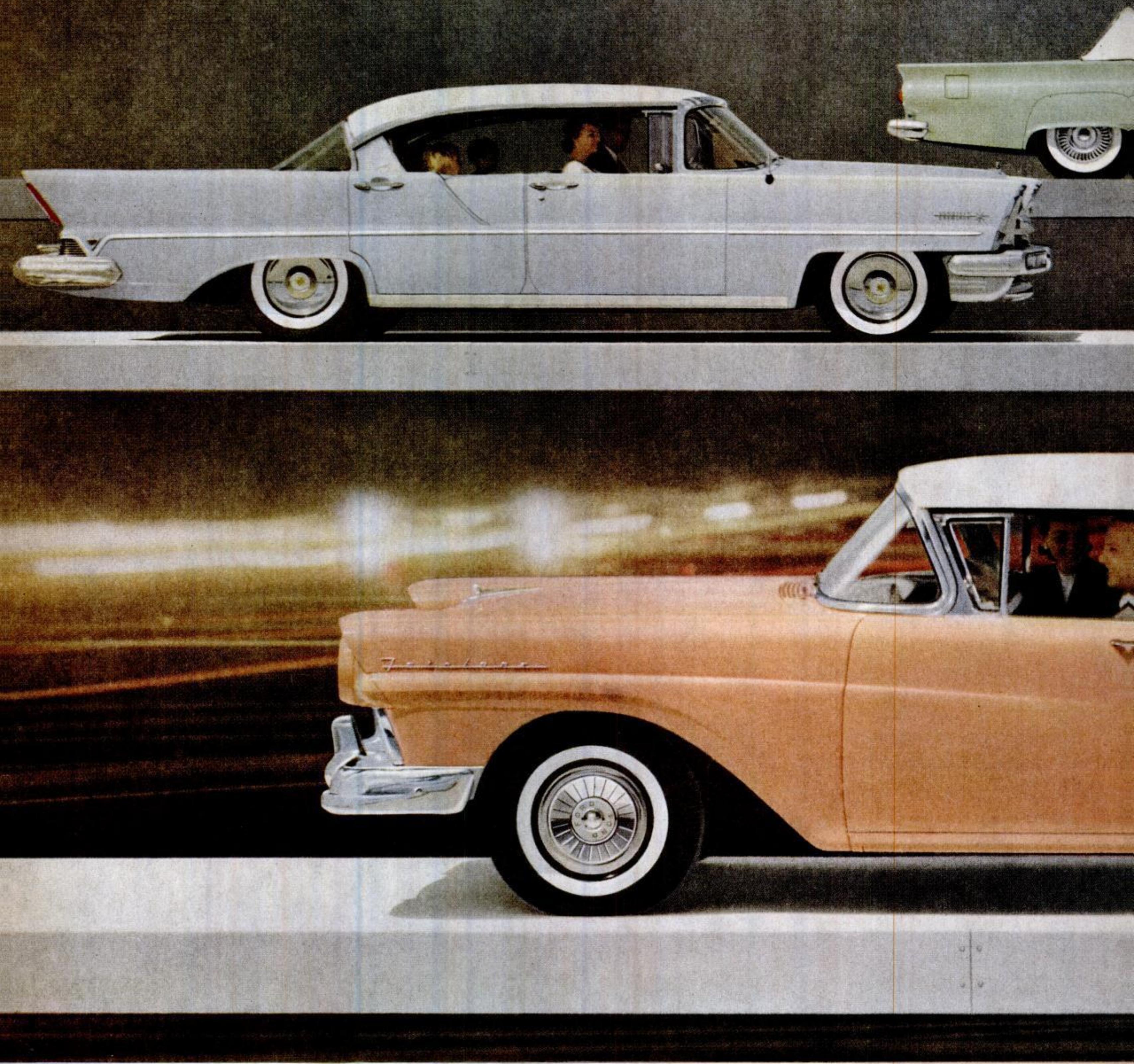
Buy these wonderful materials by the yard—at the fine store in your city that carries fabrics by Ely & Walker, a Burlington member company.



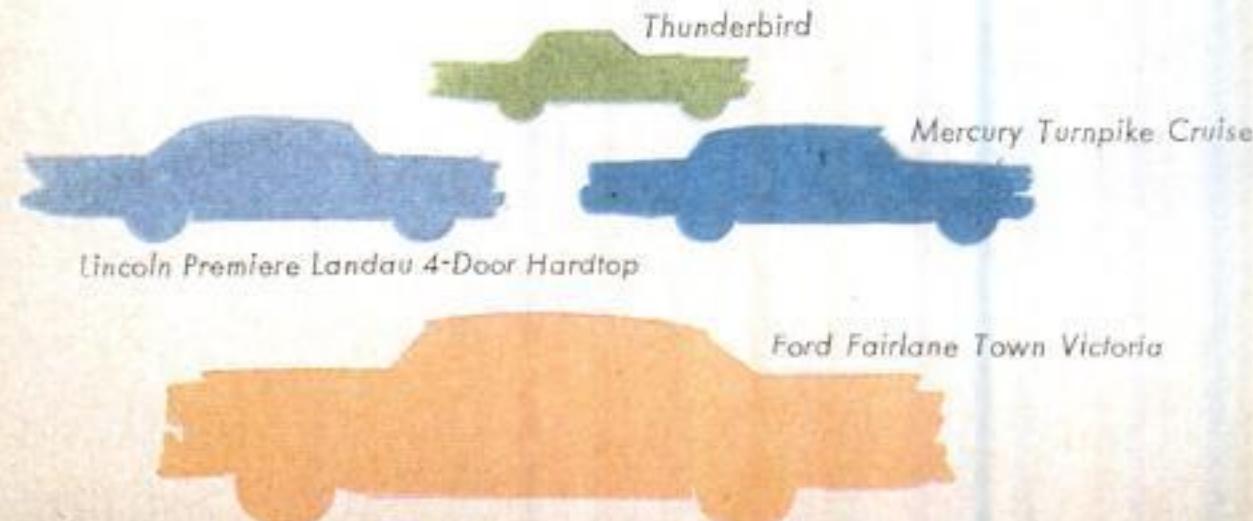
Woven into the life of America

BURLINGTON INDUSTRIES, INC.
1430 Broadway, New York 18, N. Y.
Member Companies: BURLINGTON MILLS
MOORESVILLE MILLS • BURLINGTON HOSIERY
GALEY & LORD • BURLINGTON EXPORT
BURLINGTON INTERNATIONAL • ELY & WALKER
BURLINGTON NARROW FABRICS
BURLINGTON DECORATIVE FABRICS
PACIFIC MILLS • GOODALL-SANFORD
PEERLESS WOOLEN • HESS, GOLDSMITH
RAEFORD WORSTED • KLOPMAN MILLS
*DuPont's Color-sealed Acetate

SETTING THE PACE ON THE AMERICAN ROAD



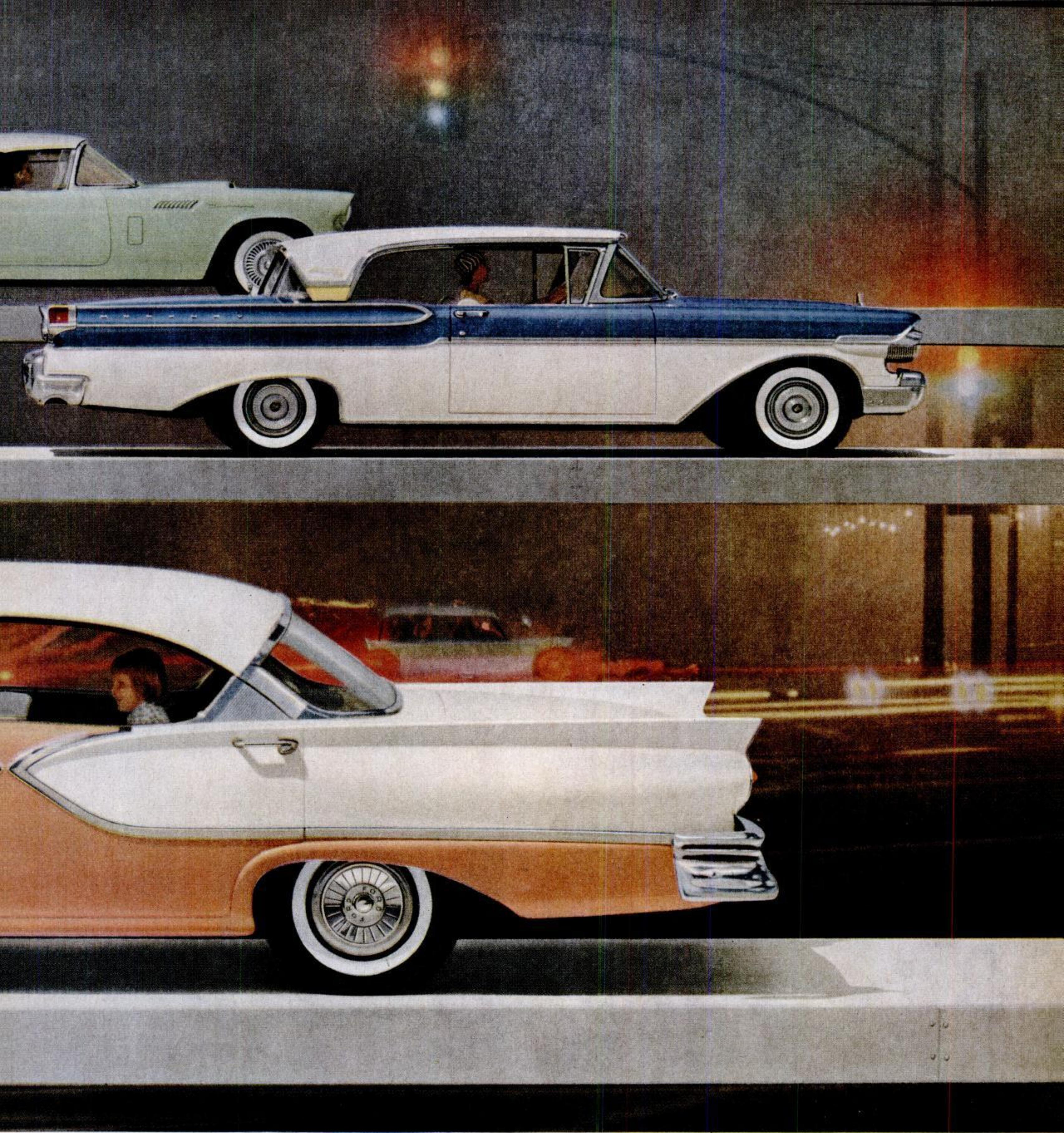
Safe drivers get extra safeguards in the Ford Family of Fine Cars



**FORD • THUNDERBIRD • MERCURY
LINCOLN • CONTINENTAL MARK II**

- Safety-engineered for today's roads
- New safeguards for your family
- Facts and figures prove they work

You've read before, in the pages of this magazine, of the exciting performance, power and styling advantages of our Ford Family of Fine Cars. Less spectacular, perhaps, but of even more importance to you and your family, are the vital safety features built into our cars for your protection. This year, there are more than ever before.



SAFETY "FIRSTS"—Safety engineering is part and parcel of the young-minded thinking at Ford Motor Company. In our 54 years of making cars, we've developed a lot of automotive "firsts." But to us, this life net of safety advances has a special importance. For facts and figures prove these modern safeguards are saving lives—right now, as you read these words.

NEW PROTECTION—Now what are some of the safeguards you'll find in

our 1957 Family? For example, new lower centers of gravity increase stability on straightaways or curves. Side rails of frames flare out at the passenger section to form concealed side bumpers—real added protection against side impacts. Double-Grip Door Latches resist fore-and-aft pulls.

NEW VISIBILITY—Ford's impact-absorbing steering wheel is newly designed this year with a smaller diameter to give better visibility. Mercury's

larger tail-lights show clearly from both side and rear, define both the length and width of the new Big M.

With Lincoln's optional electric door locks, one flick of the switch locks all doors automatically...and a warning light tells you if a door's not tightly closed.

FAMILY TIES—We've room here for only a quick roundup of the many safety features in the Ford Family of Fine Cars. We've no room at all to talk

about the beauty and performing ability of our Fords, Thunderbirds, Mercurys, Lincolns and the Continental. But we're sure you already know about that. So if you want a car with the look and feel of tomorrow, and one that's safety-engineered for the roads of today, see your Ford, Mercury, Lincoln or Continental dealer.

FORD MOTOR COMPANY
THE AMERICAN ROAD, DEARBORN, MICH.

A new idea in smoking . . .

Salem refreshes your taste



Created by R. J. Reynolds Tobacco Company

- **menthol fresh**
- **rich tobacco taste**
- **most modern filter**

Smoke refreshed! SALEM refreshes your taste . . . just as a spring breeze filtering through green trees refreshes you! Through SALEM's pure white filter flows the freshest taste in cigarettes . . . rich tobacco taste with a new *surprise* softness and menthol-fresh comfort. Try this *new idea* in filter smoking! Smoke all-new SALEM . . . you'll love 'em!

Smoke **Salem** . . . smoke refreshed!



HEAVY SUPPORTERS of Hoffa's candidacy gather in Shoreland Hotel lobby before the meeting. The delegates, from the Teamsters' Eastern, Southern and

Central Conferences, came at Hoffa's request, not on union business. President Dave Beck, mired in trouble, had announced in May that he would not run again.

ENTER HOFFA— THE CANDIDATE

Tough, cocky James Hoffa, number two man in the Teamsters union, last week made it official that he was an all-out candidate to succeed Dave Beck as number one. Acquitted only a week earlier of charges of trying to bribe a Senate investigator, he invited Teamster officials to Chicago to "meet Mr. Hoffa." Close to 600, representing over half the union's 1.5 million members, eagerly showed up and voted unanimously to support his candidacy.

Hoffa really had only one problem between now and election, but it was a big one. The Senate committee, still investigating the Teamsters, had yet to call him as a witness. And Chairman John McClellan announced that the committee would soon start looking into possible Hoffa tie-ups with New York Racketeer Johnny Dio, himself convicted last week of extortion.



EAGER TO SHAKE THE JIMMY HOFFA HAND, DELEGATES PRESS FORWARD AS THE MEETING ADJOURS



PLEDGING ALLEGIANCE to Hoffa and his program for union, the delegates lift their arms. Hoffa (top

(left) is partly obscured by Harold Gibbons, Central Conference treasurer, who arranged the meeting.



RELUCTANT RIVAL, John O'Brien, has hinted that he will withdraw to support Hoffa (behind him).



CONSOLING HIS DAUGHTER, Caroline, defendant Clyde Cook leaves courtroom on bail after being

convicted. Cook, a fireman, was identified as one of the men who attacked a white Clinton minister.



CHIEF DEFENSE ATTORNEY ROBERT DOBBS (LEFT)

VITAL VERDICT IN THE SOUTH

Jury convicts Clinton disturbers

The stunned faces of defense lawyers (above) and a defendant and his daughter (left) reflected an extraordinary verdict in a historic trial. An all-white jury at Knoxville, Tenn., found Agitator John Kasper and six others guilty of fomenting trouble during the integration of nearby Clinton High School last fall. The seven were specifically found guilty of criminal contempt of court because they disobeyed a judge's injunction not to interfere with the process of integration. Four others were acquitted.

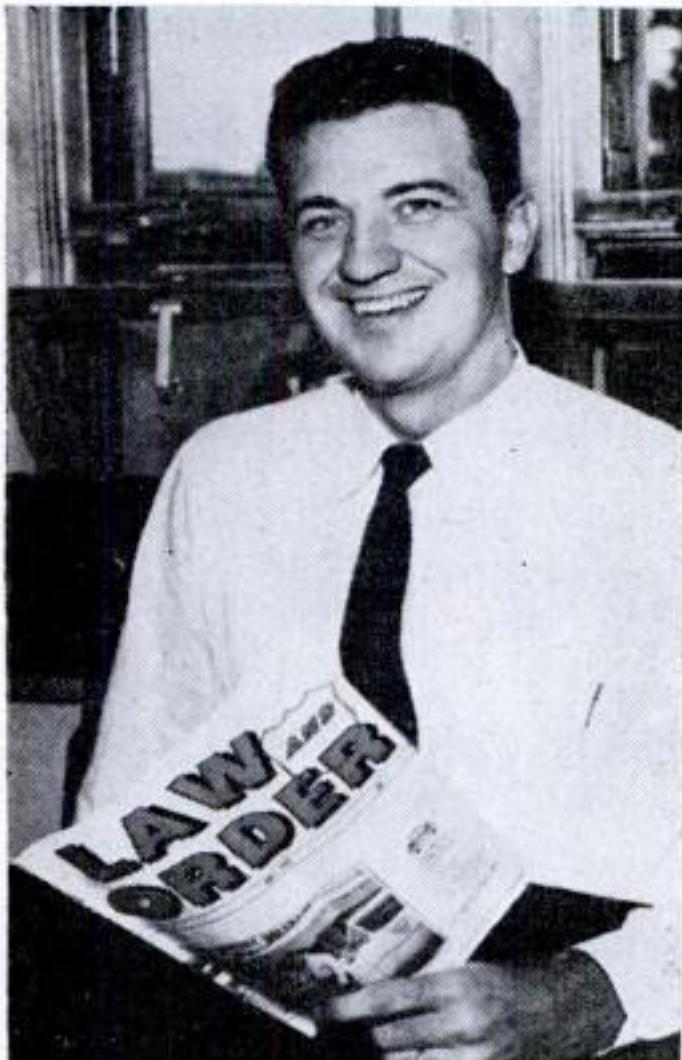
None of the jurors had favored integration. They had all, however, heeded Federal Judge Robert Taylor, who made clear that the issue in the trial was law and order *vs.* mob rule—not segregation *vs.* integration.

In Washington, southern senators seized on the verdict to help their case against the Administration's civil rights bill (LIFE, July 22). These senators hope to make jury trials mandatory in criminal contempt cases that would arise under the bill—a move their opponents have fought in the belief that southern juries would be loath to bring convictions.

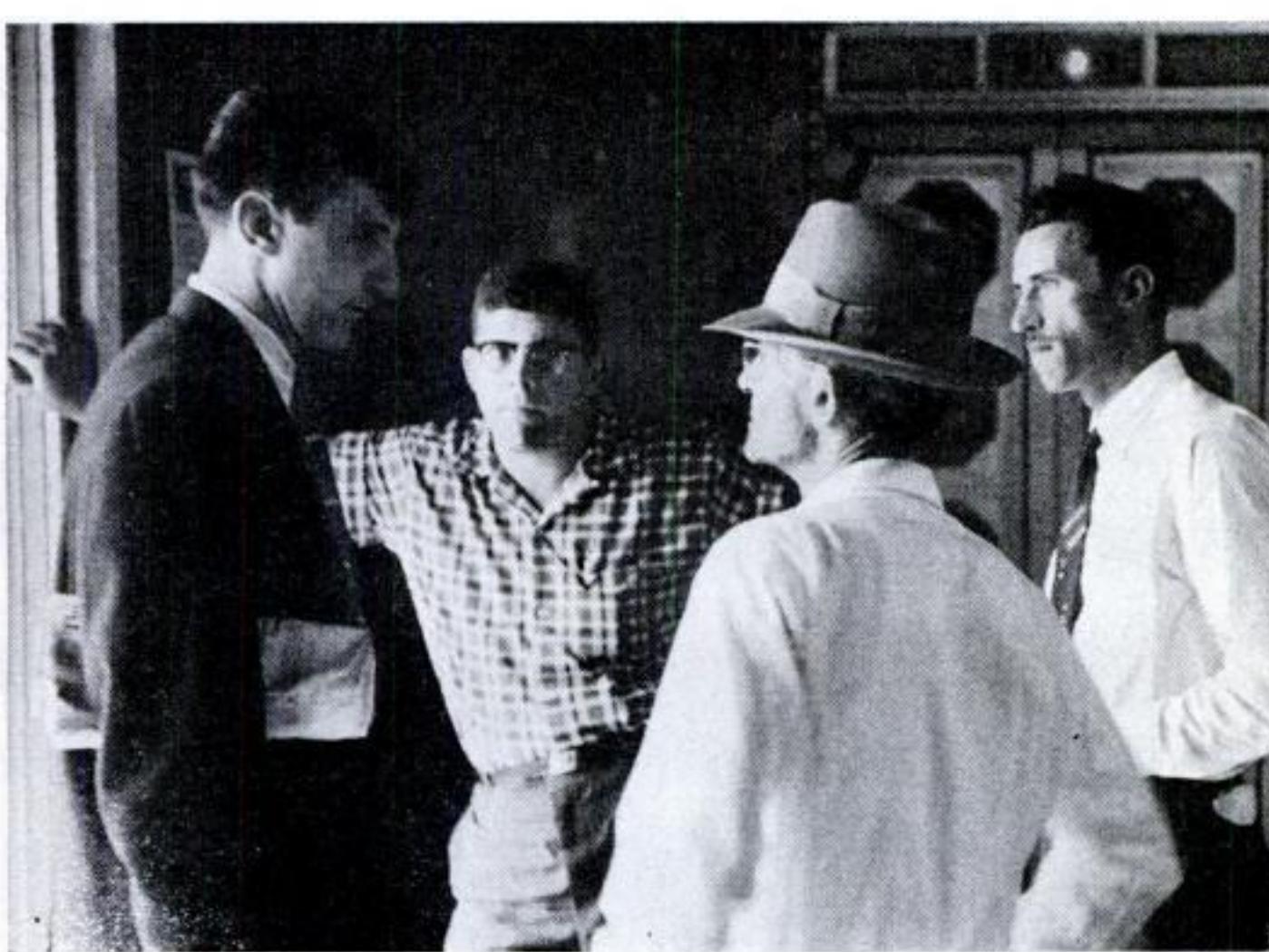
The Knoxville verdict did not wholly prove the Southerners' argument. East Tennessee is a border area where racial feelings run far less strong than they do in the Deep South. Nonetheless the jury's decision—by upholding a federal court's injunctive power in an integration battle—had become a legal milestone.



AND HIS TWO AIDES GRIMLY TELL A REPORTER THE CASE WILL BE APPEALED



KEY FIGURES for government were Reverend Paul Turner (left), who told of being beaten as he led Negroes to school, Chief Prosecutor John Crawford Jr.



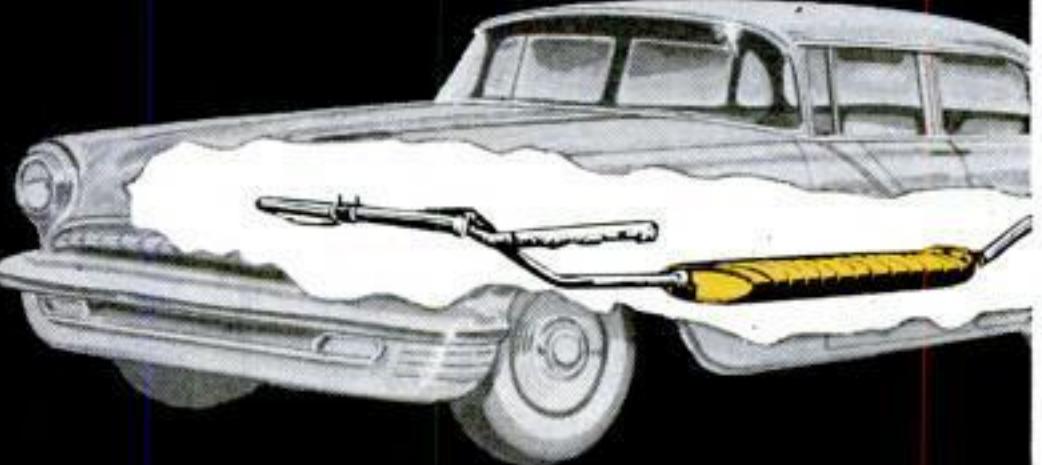
COMFORT FOR KASPER (left) comes from James Bagwell (right), a South Carolina Klan leader. Conviction was Kasper's second for agitating in Clinton.

MUFFLERS INSTALLED FREE In Just 15 Minutes

At Your
Nearby

midas®
MUFFLER
SHOPS

America's Only Coast-To-Coast
Network of Exclusive Auto Muffler Shops



Your Life Can Depend On The Muffler
In Your Car!

Protect It With America's Fine Muffler—
The **SAFE, SILENT, GOLDEN-COLORED**
MIDAS MUFFLER.

Installed By An
Exhaust Specialist While You Wait.

We Have The Muffler, Tailpipe, Dual
Exhaust System For Your Car Or Truck.

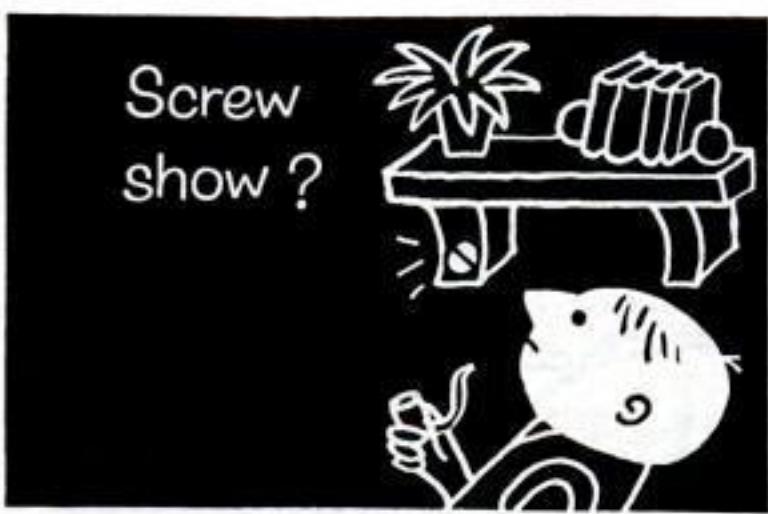
Over 170 midas® Shops To Serve You. DRIVE IN FOR A FREE CHECK-UP TODAY

BIRMINGHAM, ALA., 2401 Fifth Avenue N.
BIRMINGHAM, ALA., 530 South 22nd Street
DOOTHAN, ALABAMA, 105 North Oates Street
MOBILE, ALABAMA, 1905 St. Stephens Road
MOBILE, ALABAMA, 1200 Michigan Blvd.
MONTGOMERY, ALABAMA, 9 Molton Street
TUSCALOOSA, ALABAMA, 622-25th Ave.
LITTLE ROCK, ARKANSAS, 4315 W. 29th St.
BRIDGEPORT, CONN., 2050 Federal Ave.
E. HARTFORD, CONN., 717 Connecticut Blvd.
WASHINGTON, D. C. Area
3641 Bladensburg Road, Cottage City, Md.
2652 University Blvd., West, Wheaton, Md.
2115 Wilson Boulevard, Arlington, Va.
CLEARWATER, FLORIDA, 950 Cleveland St.
FORT LAUDERDALE, FLA., 2212 S. Andrews
FORT MYERS, FLORIDA, 1533 Jackson Street
JACKSONVILLE, FLORIDA, 3401 N. Main St.
JACKSONVILLE, FLORIDA, 6231 Beach Road
MIAMI, FLORIDA, 499 N. W. 79th Street
MIAMI, FLORIDA, 1670 S. W. 27th Avenue
OCALA, FLORIDA, 1519 Jacksonville H'way
ORLANDO, FLORIDA, 1220 West Robinson
PANAMA CITY, FLORIDA, 535 Mercer Ave.
PENSACOLA, FLORIDA, 1300 W. Cervantes
POMPANO BEACH, FLA., 1484 S. Fed'l H'way
ST. PETERSBURG, FLA., 9th St. & 5th Ave., N
TAMPA, FLORIDA, 2003 Grand Central Ave.
W. PALM BEACH, FLA., 2733 S. Dixie H'way
ALBANY, GEORGIA, 149 East Broad Street
ATLANTA, GEORGIA, 877 Marietta St., N. W.
ATLANTA, GA., 292 Memorial Drive, S. E.
ATLANTA, GA., 548 Ponca de Leon Ave., N.E.
AUGUSTA, GEORGIA, 705 Reynolds Street
COLUMBUS, GEORGIA, 315-313th Street
MACON, GEORGIA, 654 Broadway
SAVANNAH, GA., Montgomery & Duffy Sts.
CHICAGO, ILLINOIS, 4417 S. Kedzie Avenue
CHICAGO, ILLINOIS, 6050 Broadway
CHICAGO, ILLINOIS, 27 East 11th Street
CHICAGO, ILLINOIS, 2710 N. Sawyer Ave.
DECATUR, ILLINOIS, 243 West Cerro Gordo
ELGIN, ILLINOIS, 259 South Grove
PEORIA, ILLINOIS, 405 S. Jefferson Street
FORT WAYNE, INDIANA, 319 W. Baker St.
HAMMOND, INDIANA, 6031 Calumet Ave.
INDIANAPOLIS, INDIANA, 322 E. Market St.
INDIANAPOLIS, INDIANA, 1201 W. 16th St.
DES MOINES, IOWA, 1114 Walnut Street
DES MOINES, IOWA, 622 East Locust Street
KANSAS CITY, KANSAS, 612 Kansas Ave.
WICHITA, KANSAS, 2307 East Central
LOUISVILLE, KENTUCKY, 1113 S. Sixth St.
ALEXANDRIA, LOUISIANA, 317 Fisk Street
BATON ROUGE, LOUISIANA, 4085 Florida St.
LAFAYETTE, LOUISIANA, 339 S. Buchanan
LAKE CHARLES, LOUISIANA, 110 W. Mill St.
MARRERO, LOUISIANA, 4801 Fourth Street
METAIRIE, LOUISIANA, 3729 Airline H'way
NEW YORK, NEW YORK, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS, MISSOURI, 633 S. Grand Ave.
SPRINGFIELD, MISSOURI, 524-26 Booneville
OMAHA, NEBRASKA, 1501 Davenport Street
CLIFTON, NEW JERSEY, 1340 Main Avenue
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, N. M., 213 Tijeras, N. W.
ALBANY, NEW YORK, 1722 Central Avenue
ST. LOUIS,

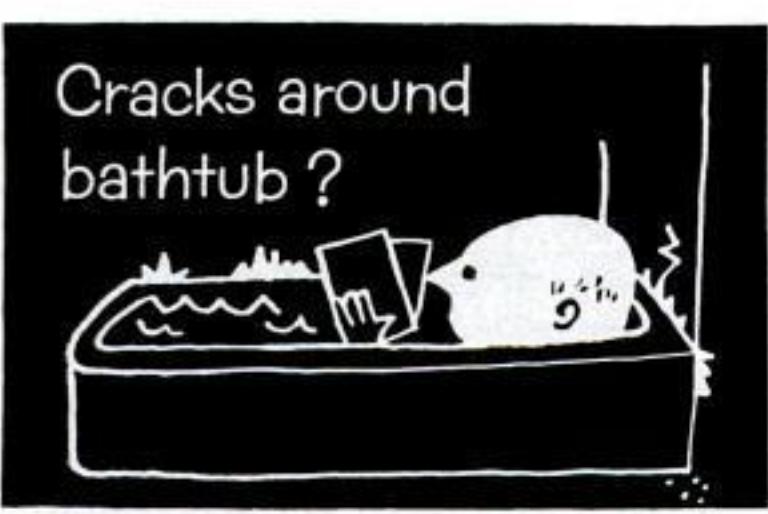
FIX-IT TIPS with "Plastic Wood"



Remove loose leg. Reset with hard-holding Plastic Wood. Dries quickly — stays strong permanently.



It's easy to hide it with Plastic Wood. Dries fast — can be sanded, stained or painted to look like wood itself.



Repair cracks around tubs, sinks and counter-tops with hard-holding Plastic Wood. Sticks anywhere. Water-resistant.



Broken balusters can be repaired without removing rail. Simply join broken parts with Plastic Wood and allow to dry.



KISSING POLISH HOSTS, Ho Chi Minh clasps (*top, left to right*) Aleksander Zawadski, chief of state; Wladyslaw

Gomulka, chief Communist; Premier Cyrankiewicz; (*bottom row*) Mrs. Cyrankiewicz; a flower girl; a lady greeter.

THE KISSINGEST COMMUNIST

When Ho Chi Minh, president of Communist North Vietnam, visited Poland last week during a tour of nine Communist countries he suddenly changed from an impassive Oriental chief to an impulsive tourist whose flamboyant display of comradely kissing has rarely been equaled, even among the vodka-drinking Russians. This was Ho Chi Minh's triumphal visit to Europe, where he once roamed as a restaurant worker, photographer's assistant and revolutionist training in the Communist underground. As the revolutionist who had won North Vietnam for the Communists he was welcomed by the Polish party members with ardor—which he more than returned.

The fragile-looking Ho Chi Minh energetically singled out promising targets, wrapped his fingers around head, neck or back as he pressed forward in embraces with his stringy goatee. To LIFE's Lisa Larsen, who took these pictures of the busy busker, he said gaily, "If I were a young man, I'd be in love with you."

FLORAL FOIL frustrates Ho Chi Minh as he aims to → kiss Polish admirer and buries nose in her bouquet.



VANILLA

BLUEBERRY ROYALE



Sealtest
TRADE MARK
ICE CREAM

Here's another dream flavor that's "the best you've ever tasted." All the old-fashioned goodness of plump juicy blueberries smothered in sweet rich cream.

This dream-come-true is at your Sealtest dealer's NOW. GET SOME TODAY!



Built to last longer than



*This is
the most outstanding tire
you will ever use*

**you'll
keep
your car**



- Longer Mileage
- Puncture-Sealing • Quiet Running
- Quick Stopping • Easy Steering

GENERAL DUAL 90

2 TREADS AND NYGEN CORD



World's Fanciest Second-Hand

Mitchell Samuels, who is seated in the midst of the magnificent display of 18th Century French furnishings above, sometimes describes himself as a second-hand furniture salesman. As head of French & Co., one of the world's largest and most respected antique dealers, he has over the past half century sold more than \$100 million worth of his wares. For years, the company's multimillion dollar collection of paintings and

furniture was housed in a rambling seven-story Manhattan building. There Mr. Samuels, who is 77, spends hours each day guiding clients through the clutter, poking at priceless objects with his cane and interspersing interesting anecdotes with persuasive sales talk.

This fall French & Co. moves to a new and modern gallery which will have only half the floor space of their present building and has staged



A HALF A MILLION DOLLAR ROOM

Furniture Dealer

a removal sale unprecedented in the world of either art or second-hand furniture. The sale was not for every bargain hunter. Engraved invitations were sent to leading collectors. Discreet advertisements announced such finds as a \$200,000 Michelangelo painting for \$180,000, a \$12,500 writing table belonging to Charles V, Holy Roman Emperor, reduced to \$8,500, and a bed Napoleon slept in marked down from \$10,000 to \$6,500.

The room above is decorated with half a million dollars' worth of 18th Century French furniture, a favorite period for Mitchell Samuels and one of French & Co.'s specialties. The 27-foot-long tapestry, depicting two scenes from the story of Bacchus and Ariadne, was designed by François Boucher and presented by Louis XV to Catherine of Russia. It is priced at \$175,000. Suite of sofas and chairs (\$150,000) is covered in Royal Beauvais tapestry also by

Boucher. Pair of marble candelabra, a wedding present from Louis XVI to his brother, represents spring and summer (\$60,000). Commode (\$15,000, against wall) and Regency table (\$15,000, center of room) are inlaid and gilded. Lacquered secretary (in front of screen) shows Oriental scene (\$100,000). Gilded bench is cushioned in blue velvet (\$2,500). In foreground is a bronze candelabrum (\$15,000). Rug is Persian, a type prized in 18th Century (\$50,000).

CONTINUED

Copyrighted material



A MILLION DOLLARS' WORTH OF MASTERPIECES IN A VAULT

The most valuable possessions of French & Co. are stored in eight roomy vaults. The contents of this one is valued at over a million dollars. In center foreground is a bronze horse from Leonardo da Vinci's studio (\$75,000). At left is Raphael's *Spada Madonna* (\$100,000). Behind it is a Della Robbia plaque (\$15,000) and a portrait of St. John attributed to Michelangelo (\$200,000). Beside vault door is a

marble bust by Mina da Fiesole (\$75,000). Above hangs an embroidered panel (\$7,500), and over it a Flemish tapestry (\$25,000). Angels by Pietro Lombardi (\$50,000) stand in rear corners. *Investiture of St. Ildefonso* (\$150,000) by Juan de Borgoña hangs at rear. On 15th Century chest (\$25,000) are an early Spanish plate (\$10,000) and a silver crucifix (\$10,000). Leaning against chest is a 1280 painting

of St. Francis with monks (\$35,000). In front of chest is a 13th Century sculpture (\$40,000). St. John by Donatello is on table at right (\$100,000). Above it hangs *Death of the Virgin* by Cranach the Elder (\$30,000). Beyond it is a Hals portrait (\$75,000). In front of table is an early El Greco (\$50,000), a Holbein self-portrait (\$55,000), and a 14th Century Flemish stone sculpture (\$25,000).

CONTINUED

Copyrighted material



They give you a "mint" of extra flavor

HERE, Sir, are the two most flavorsome mint juleps ever to make you glad you're thirsty! You'll get great pleasure from either one—for each is made with one of our rare Old Taylor bourbons.

One is made with world-famous 100 proof bonded Old Taylor. It is *extra-rich*, *extra-deep* in flavor—so superbly smooth and mellow, it has been the prime "flavorite" of generations of connoisseurs.

Prefer gentler 86 proof? Then, Sir, you should try Old Taylor 86 for a new delight! Exactly the same in quality as our bonded bourbon, it is lighter, milder and lower-priced. As gentle as it is tasty, Old Taylor 86 is the lightest *full-flavored* bourbon made.

Your precious moments of relaxation become moments of pleasure with an Old Taylor-Made drink.

OLD TAYLOR

"The Noblest Bourbon of Them All"



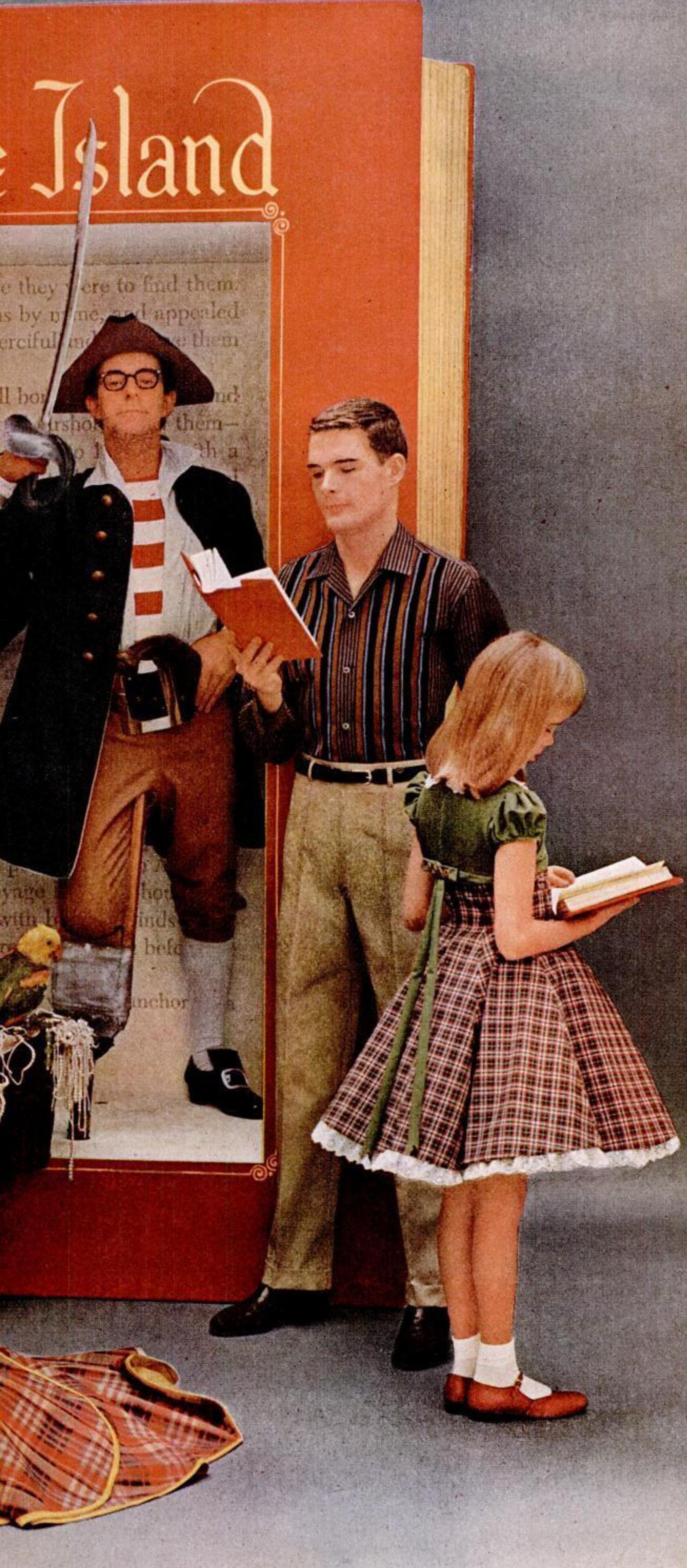
Straight from Kentucky—A Truly American Whiskey

KENTUCKY STRAIGHT BOURBON WHISKIES • 100 & 86 PROOF • THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY., • DISTR. BY NATIONAL DISTILLERS PRODUCTS CO.

Treasur

stores we had left me
But they belonged to
to us. I
the day
At





BEST SELLERS

They are the classics everyone wants...they are Twin Wonder cottons, the fabrics you find only in correct fashions. They are the classics everyone will choose for new fall casuals... their wash 'n' wear performance comes from Wrinkl-Shed with Dri-Don*...their sure fashion rightness can come only from

DAN RIVER

Twin Wonder Cottons
they're

Wrinkl-Shed

with
Dri-Don*

All fabrics designed and woven in the U.S.A. Copyright 1957 by Dan River Mills, Incorporated, Danville, Virginia. *Reg. Trade Mark for Dan River Mills' wrinkle-resistant wash and wear cottons.

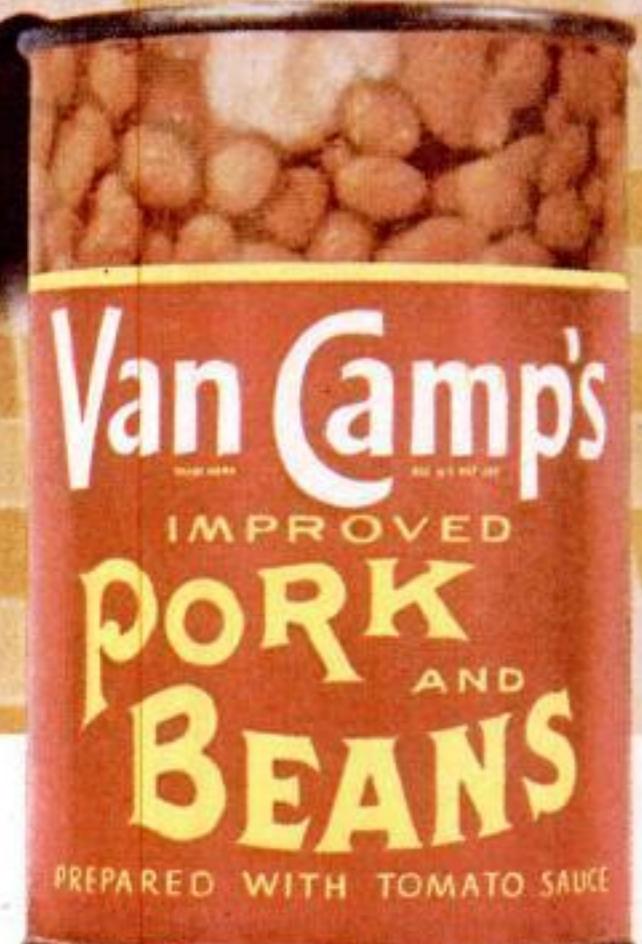


*When it's picnic time...it's
Bean-time, U.S.A.*

Every family picnic should include

VAN CAMP'S PORK & BEANS

The secret savory sauce is cooked in...Just heat...eat...enjoy!



*Outsells the rest
'cause it tastes the best!*



PRICING THE PAST, Samuels and an assistant discuss the current values of medieval objects stored in one of French & Co.'s stone-vaulted galleries.

FRENCH & CO. CONTINUED

TRADING WITH TYCOONS

As an 18-year-old salesman for Sloane's furniture store in New York, Mitchell Samuels dreamed of the pleasures of collecting art. "But when I considered the prices of the antiques I wanted to buy, I decided I'd better start selling the stuff instead." To prepare himself, Samuels boned up on art at night school, soon became so knowledgeable that one of his clients at Sloane's volunteered to set him up in business as a dealer in antiques. Samuels was afraid that his own youthful appearance might discourage buyers so he invited a gray-haired friend named Percy French to join him as a partner. When French retired several years later, Samuels took over the whole business.

In the successful years that followed, Samuels learned what to sell and how to sell to the crotchety tycoons and cultured dowagers who were embellishing their monumental homes across the U.S. To Philadelphia multimillionaire Joseph E. Widener he offered the rarest of tapestries at the highest of prices—he sold one over the phone for \$400,000. For Mrs. Henry Huntington, wife of the railroad magnate, he scouted out the finest of 18th Century rugs—she snapped up one pair for \$225,000. To Sculptor George Grey Barnard he sold dozens of Gothic chests, then amiably bought them all back at the same price when Barnard needed the money.

In the course of 50 years in the business Samuels has sold thousands of antique art objects. But he seldom forgets the art that has passed through his hands: "Wherever I go, in museums or private homes, I keep an eye out to see how my old friends are getting along."



PLANNING FOR FUTURE, Mitchell Samuels studies designs for new headquarters with son Spencer (second from right) and brother Robert (left).

CONTINUED

SEA and SKI

SUNTAN CREAM

POSITIVELY PREVENTS SUNBURN

(or your money back)

... all day in the sun—even the *first* day! SEA & SKI's *positive action* conditions skin, *prevents peeling*, lets you tan beautifully without discomfort ... you'll have a long-lasting tan others admire.

That's why SEA & SKI outsells all other suntan products.



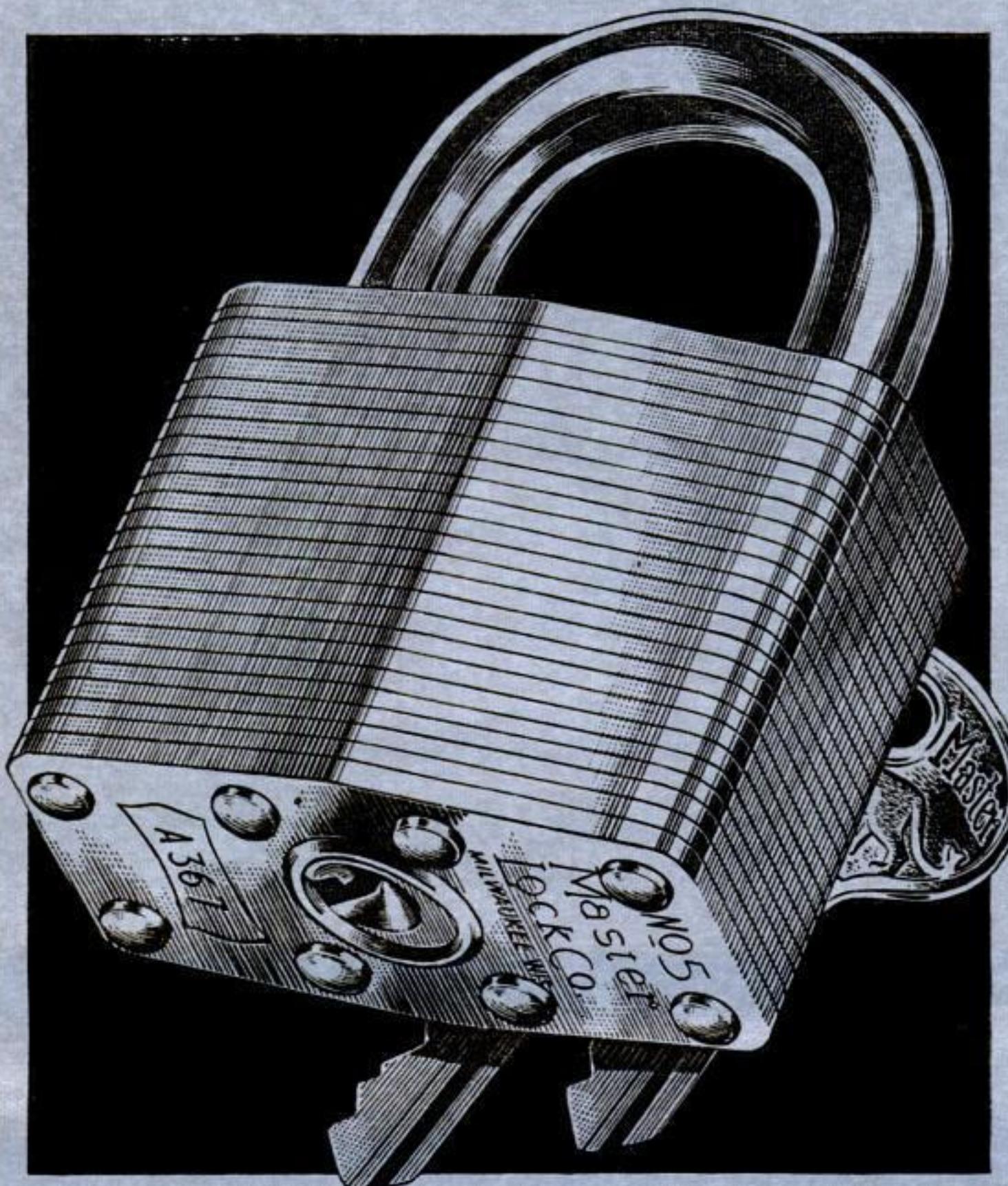
Look for SEA & SKI's special-offer display featuring *Tiny-Tots* swim trunks for only 50¢ (regular \$1.95 value) with any size SEA & SKI.

At better drug, variety, and department stores in unbreakable squeeze bottles and plastic tubes.



Master

world's
strongest
padlocks



POWERFUL PROTECTION against thieves. Laminated case construction, genuine pin tumbler locking mechanism and many exclusive patented features make MASTER PADLOCKS the world's strongest!

\$1.25 to \$4.00, in a variety of sizes, at hardware stores and locksmiths everywhere.

World's Largest
Padlock
Manufacturers

Master Padlocks

ALWAYS ON GUARD DAY AND NIGHT



MASTER LOCK COMPANY

MILWAUKEE 45, WISCONSIN

FRENCH & CO. CONTINUED

SALES TALK, SILENT SELL



TAPPING TAPESTRY with his cane, Samuels points out detail to Wilbur Peat, head of Indianapolis' Herron Art Institute. Tapestry costs \$100,000.



EYEING IVORY, Samuels sits in silence while Mahonri Young, director of Columbus, Ohio art museum inspects \$35,000 carving with magnifying glass.

Even one "maybe" is too many

(when it's about your automobile insurance)



Automobile insurance—like automobile brakes—has to be right the first time. Your whole good life can depend on it.

For it takes just one late stop to bring you face to face with a major damage suit. And without adequate, dependable insurance protection, it could take all you own—plus a good part of your earnings for years to come—to settle such a claim.

But you don't have to find out this hard way how reliable your automobile insurance is. You can, instead, call your Travelers agent or broker now.

He'll show you how The Travelers Family Automobile Policy safeguards you—and your way of life—with the finest protection available today. And you'll learn that there's a Travelers man nearby to help you at any time, on any road.

More than 13,800 Travelers representatives in 4,300 cities and towns throughout the United States and Canada are pledged to serve you.

All kinds of protection

Moreover, your Travelers agent can help you plan insurance to protect *all* your precious family values—your life, health, home and other possessions against all kinds of misfortune. The Travelers writes *all* kinds of insurance.

With so many worries about your future eliminated, you'll be able to enjoy today much more. The Travelers calls this American Family Independence. And your Travelers man can show you how you can fit this worry-free way of life neatly into your budget (for many young families it averages less than \$10 a week). Doesn't that sound like the life for you?



THE TRAVELERS

INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

*All forms of personal and business insurance including
Life • Accident • Group • Fire • Marine • Automobile
Casualty • Bonds*

You get all the steam
you need for ironing and pressing
with the AMAZING NEW

Sunbeam STEAM OR DRY IRON

EXCLUSIVE
Steam Flow Vents
GIVE YOU AN
**ALL-OVER
CUSHION OF
ROLLING STEAM**

Now you can enjoy an entirely new and better way of ironing with the SUNBEAM Steam or Dry Iron. Makes every ironing job easier, faster and assures better results. Make sure you get the Steam or Dry Iron that gives you an all-over cushion of rolling steam—SUNBEAM!

only \$16.95*
Thumb-tip Control
Easy-to-see Easy-to-set

The perfect weight for perfect ironing—weighs only 3 lbs.—net. Faster heating—hot in 30 seconds. You'll finish faster feeling fresher.

NEW! Sunbeam DRY IRONMASTER for easier, faster, better ironing

The finest quality
iron at a

Low Price!
\$11.95*

*Manufacturer's recommended
retail or Fair Trade price.
Prices slightly higher in Canada.

and you get
all these
advantages

NEW!

Easy-to-set thumb-tip control—select
correct temperature for any fabric.



NEW!

Faster heating. Hot
in 20 seconds.

NEW!

Weighs only two lbs.
So easy to handle.



Look for the MARK OF QUALITY

Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

famous for MIXMASTER, Frypan, etc.

©SC. ©SUNBEAM, IRONMASTER, MIXMASTER

Sunbeam Corporation, Dept. 53, Chicago 50, Illinois

Canada: Toronto 18

FRENCH & CO. CONTINUED



LAST TO LEAVE at the end of day, Mitchell Samuels makes the rounds of his rambling quarters, looking over the treasures that have not yet been sold.



Bring home a Kodacolor snapshot like this of your vacation fun!

The most glorious color snapshots ever are as easy to take as black-and-whites—with new indoor-outdoor Kodacolor Film!

No question about it—color snapshots like this make *re-living* your vacation almost as much fun as living it!

And with new Kodacolor Film, color prints are as easy to take as black-and-whites!

Kodacolor remembers the golden glow of days at the beach, the cool green quiet of holidays in the mountains. It gives you snap-

shots so brilliant, so lifelike, you'll find it hard to believe that you caught them with your camera.

You use this *new kind of Kodacolor* in any popular-size snapshot camera. And you use the same roll with sunlight or flash. One type of film, indoors and out.

Vacations are filled with happy memories—memories you really should save with marvelous new Kodacolor Film. Why not get a roll or two at your Kodak dealer's for the wonderful weekend coming up?



EASTMAN KODAK COMPANY . . . Rochester 4, N.Y.

MIAMI TO TAMPA

311 miles...on four blown-out tires!

*New Goodyear tire makes
roadside tire changes
unnecessary after
punctures or blowouts!*



Look for this nearby Goodyear dealer sign for better tire values . . . better tire care . . . convenient credit terms. And ask about our Lifetime Guarantee.

Goodyear's new 3-T Nylon Captive-Air Safety tire actually has a *spare* right inside it.

This latest safety development virtually frees you, your wife and your children from the danger and inconvenience of roadside tire changing.

Here's how Captive-Air works



Only the air in the outer chamber escapes when the Captive-Air tire is cut, torn or blown out.



Reserve air in the built-in spare supports the car—lets you drive on for 100 miles or more at normal speeds.

3-T Nylon makes it possible!

Only Goodyear has the Captive-Air because only Goodyear has a tire body made with triple-tempered 3-T Nylon Cord to give you a first line of defense against blowouts and punctures.

The built-in spare is made of brawny nylon to carry you safely and comfortably until you can stop conveniently and have the tire repaired. And all the while you drive, the two fully independent treads of the new Twin-Grip design give you up to 24% quicker stops . . . up to 24% surer starts.

The Captive-Air Safety tire—tested and proved in Detroit—is now standard or optional equipment on some of America's finest cars.

See the amazing new 3-T Nylon Captive-Air Safety tire at your Goodyear dealer's this week. Liberal trade-in allowance for your present tires. Goodyear, Akron 16, Ohio.



LEAVING
MIAMI



136
MILES ON

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!



Tampa or bust—on four blown-out tires! A few minutes ago a power drill chewed $\frac{1}{4}$ " holes in all four of our tires. Now we're practically bumper to bumper on the bustling MacArthur Causeway—but we're

safe—cruising along in traffic. That's the miracle of Captive-Air—these multi-ply nylon "inner tires" keep you going at normal driving speed. Now you pick the place for repairs . . . not your tires!



Everglades country! How'd you like to change a tire out here? No need to with Goodyear's new Captive-Air Safety tires! Our four rugged nylon "spares" keep us rolling merrily on our way to Tampa. No stopping. No inconvenience. No danger.



**311
MILES LATER**

This bridge is no place to change a tire—but we made it safely on into Tampa. No damage to the "inner tires" . . . no damage to the outer tires other than the drill holes we made back in Miami. Aren't these the tires for you—especially if your wife drives?

Only Goodyear has CAPTIVE-AIR...the safety tire with the built-in spare!

GOOD/YEAR

Captive-Air T.M., The Goodyear Tire & Rubber Company, Akron, Ohio



Be Chewsy

CHOOSE THE ONE THAT "BELONGS"

BEECH-NUT...the quality gum



First Homebred Governor Goes to Work in Alaska

MY dearest wish," says Mike Stepovich, "is to be Alaska's last appointed governor." A hard-driving six-footer, Stepovich is already a seasoned politician who has set a number of Alaska records. At 38 he is the youngest governor ever, as well as the first native Alaskan and the first Roman Catholic to hold the post. In his first six weeks of office he has not only visited the U.S. to preach statehood for Alaska but has begun to criss-cross his whole vast area to help his fellow Alaskans "hoist themselves upward economically."

One of the sourdoughs in the 1898 Yukon gold rush was Michael Stepovich, an immigrant from the Balkans who put his profits into Fairbanks real estate and became known throughout Alaska as "Wise Mike." His son, young Mike, was born in Fairbanks on March 12, 1919. After stateside schooling and wartime Navy service he settled in Fairbanks with his bride Matilda and started a law practice. It burgeoned almost as fast as his family. The Stepovics already have seven children and last week Matilda observed, "Talk about rumor, I don't even dare wear a box coat. Now I know what Grace Kelly has to go through."

Meanwhile Mike Stepovich had entered Republican politics, was elected to the Alaska house of representatives in 1951, advanced to the senate in 1953 and became its minority floor leader. His long Alaska background and warm, breezy manner sent him forward fast. As one friend puts it, "Mike has never met a stranger in his life." Since President Eisenhower appointed him governor, he has been trying to make as many friends as possible among the industrialists whom Alaska needs for development. "This has to mean a further release of Alaska's land, now 99% held by Washington," he says. "It must also mean that when we offer an olive branch to enterprise with one hand, we don't hold a baseball bat in the other."

STEPOVICH LOOKS OUT OVER HIS CAPITAL CITY, JUNEAU



ON MORNING of his inauguration last June, Stepovich holds seven-month-old Teddy as he talks by phone to committee chairman Howard Simmons about program. Seven-year-old Maria plays with baby.

"I told him, 'I'm standing here holding the baby but go right on because I never put the baby down to answer the phone unless he gets to squawking too loud.' My wife concedes that after seven of them I know all the grips. I guess having a big family can't help picking you up extra support, but I've never used them for campaigning."

STEPOVICH CONTINUED



PETER (left) and Mike Jr. try to climb the totem pole outside the governor's mansion in Juneau.

"Those first days, the kids explored everything, even the totems. They had a wonderful time smashing all the ping-pong balls. Now we hope they'll just play ball."

ALONG with 5-year-old Peter, Stepovich visits the supermarket to load up on groceries.

"In Fairbanks, Matilda had me go to the grocery and I got so I could really watch the pennies. Pennies meant something up there, much more than in Juneau."



AT family prayers in home, father kneels with children as mother holds 18-month-old Dominick.

"We said the Hail Mary and prayed for others. Then, bless 'em,

the kids said, 'Baby Jesus, please help Daddy because without You he can't do anything.' We always encourage them to pray to baby Jesus because they feel so much closer to someone their own size."

CONTINUED



Captain Roy Pickering learned to fly at the age of 17. Since then he has logged 24,000 hours (*nearly 3 years of his life*) in the air. Of his 32 years of flying, nearly 4 were spent as a flyer during World War II. Captain Pickering flies the famed American Mercury flights a distance equal to 13 times around the world every year with Sinclair Oil not to mention the miles he drives with Sinclair Oil in his own car. He's one of the 1600 pilots of American Airlines' Flagships that fly more than 130,000,000 miles a year using Sinclair Oil exclusively.

CAPTAIN ROY PICKERING FLIES OVER 300,000 MILES A YEAR WITH SINCLAIR OIL

Do as the Airlines do—choose Sinclair...the best oil for your car

Did you know that nearly half the aircraft oil used by major scheduled airlines in the U.S. comes from *one* company...Sinclair!

Today, the same Sinclair Research that developed top-quality aircraft oil now brings you a revolutionary new motor oil for your car...an oil that lubricates so well, it can *trouble-proof an engine for 100,000 miles!*

To take the best care of your car, do as the airlines do — choose Sinclair. Ask for Sinclair Extra Duty Triple X Multi-Grade.

25,000 Sinclair Dealers in 36 states offer you the new motor oil that can *Trouble-Proof An Engine for 100,000 Miles.*



at the head of their class
for school and casual wear



GOLD STRIKES® FINEST BOYS' JEANS MADE

Unrivalled Farah construction and real West Texas styling put these longer-wearing, better-looking jeans in a class by themselves. Of color-fast, NYLON-reinforced, Sanforized* 11½ oz. denim, they feature knees that last longer and won't turn white.

Regulars and slims Only **\$2.98**
Huskies and larger sizes, \$3.50

*Shrinkage less than 1%

Farah "Back-to-School" Wear Sold at Better Stores Everywhere
FAIRAH MFG. CO., INC. EL PASO, TEXAS

Guaranteed by
Good Housekeeping
REPLACEMENT OR REFUND OF MONEY
IF NOT AS ADVERTISED THEREIN

Polished Cotton Buckl-Back Slacks

Boyswear's "sharpest" styling, the most popular colors in new polished cottons (solids and stripes) and sturdier construction all add up to good looks, longer life and unequalled value in FARAH's "Buckl-Backs." Easier to keep neat, Sanforized* washable.

For big brother, dad and little brother, too!

STEPOVICH CONTINUED



VISITING cousin, Ann Marie Yutrovich (far left), leads some of governor's children and playmates in hand-clapping game.

"Am I going to be able to keep up family things? I don't know. My time with the kids is bound to be cut down by my work. But I won't let our family life be bent too far."



AFTER a long official evening, the Stepoviches sit in the kitchen with a postmidnight snack of coffee and cold turkey.

"I told my wife, 'Look, we can still relax, just like private citizens.' She asked what if everyone I invited home really came, and I said, 'We sort of belong to the people now.'"



COOLEST OF THE COOL This is no idle fantasy on a thirsty summer day. You have only to express your wish for just such a tall, cool, delicious Smirnoff Vodka Collins . . . and someone will bring it! Smirnoff Vodka blends completely in a Collins . . . forces no flavor of its own on the mixture. You taste only the lemon, sugar and soda, *and you'll love it.* Be sure your Collins is made with Smirnoff, standard vodka of the world since 1818.

the vodka of vodkas

Smirnoff
THE GREATEST NAME IN **VODKA**

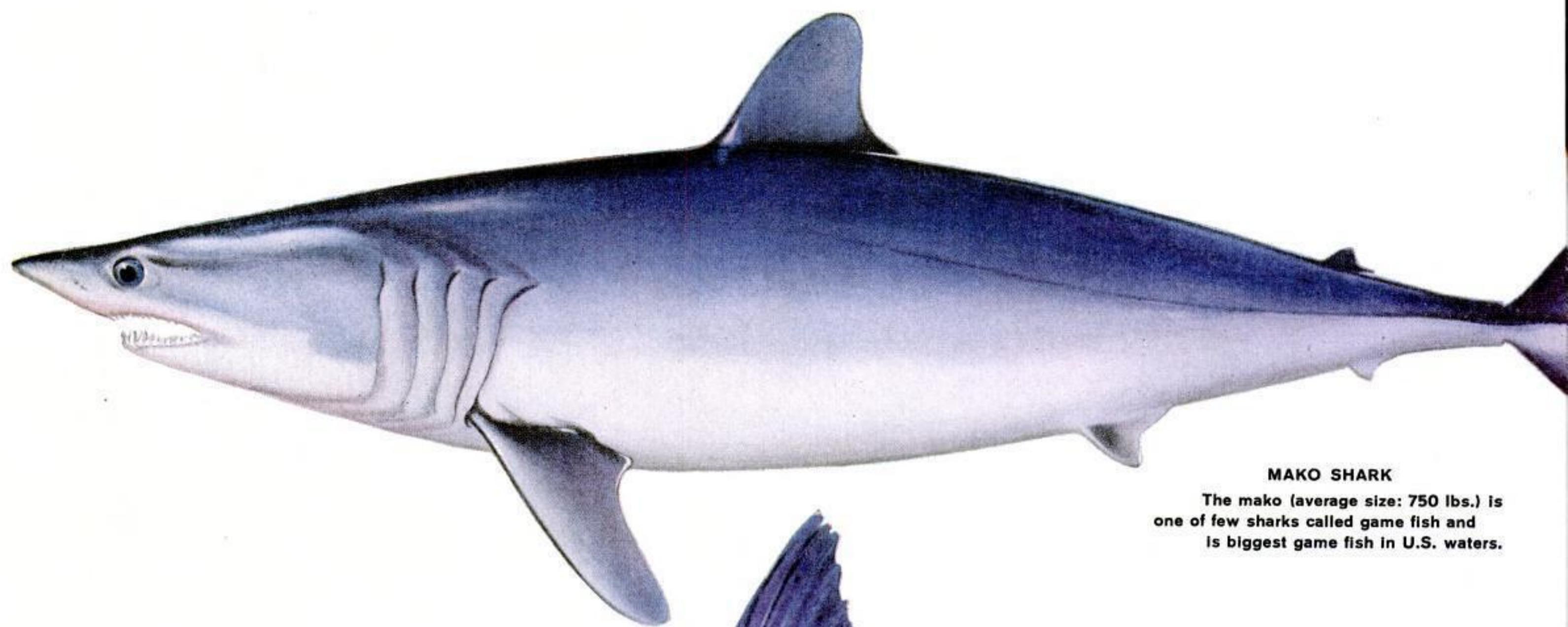
80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONN., U.S.A., FRANCE, ENGLAND, MEXICO.



Copyrighted material

AMERICAN

Paintings for LIFE by MAYNARD REECE



MAKO SHARK

The mako (average size: 750 lbs.) is one of few sharks called game fish and is biggest game fish in U.S. waters.



STRIPED MARLIN

Found only in the Pacific, this marlin (average size: 300 lbs.) has gleaming stripes. But they fade when it dies.



DOLPHIN

Fast and beautiful, the dolphin (10 lbs.) is a good fighter and good eating. It can be spotted jumping for flying fish.



BLUE MARLIN

Larger than its Pacific cousin, Atlantic's blue marlin (350 lbs.) has fainter stripes. It is famed as a trophy fish.

SALT-WATER GAME FISH

True-life paintings show 53 types caught off U.S. shores

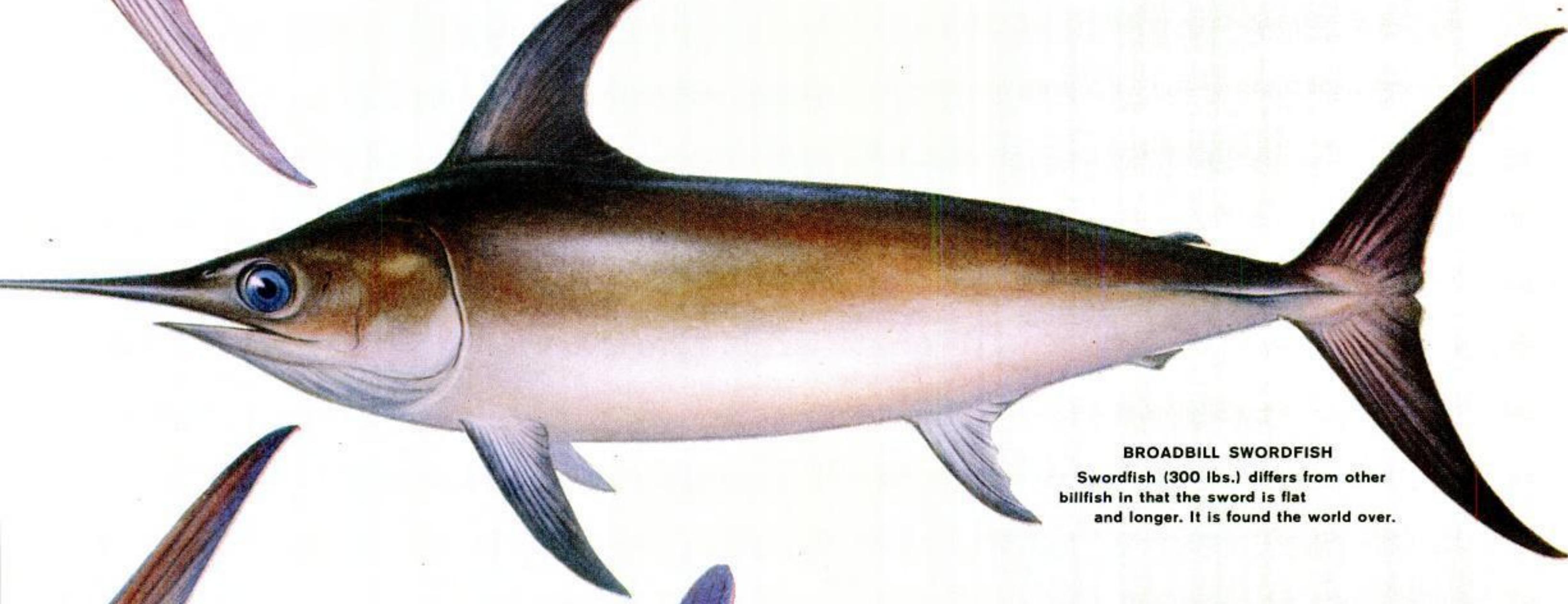
Along with the boom in power boating (LIFE, June 13, 1955), the number of salt-water fishermen in the U.S. has more than doubled in the past 10 years. This summer 4½ million Americans will pursue hundreds of species of fish in waters off the Atlantic, Pacific and Gulf coasts. They will quiver when something hits the bait, impatient to discover what it is. But as often as not, they still won't know after looking it squarely in the eye. They will brag about catching a Nassau grouper when all they've got is a French grunt. Even experts argue over species of croakers.

To help people recognize their catches LIFE assigned Artist Maynard Reece to paint the most popular salt-water game fish as they were hauled from the water. As in his catalogue on fresh-water fish (LIFE, June 27, 1955), Reece caught many of the fish he painted so he could make notes on them in their true natural color. They are categorized by depths at which they dwell. Their average size is given in parentheses. Most of those shown here on these two pages are billfish, the big spectacular leapers which are the most theatrical and prized of all salt-water game fish.



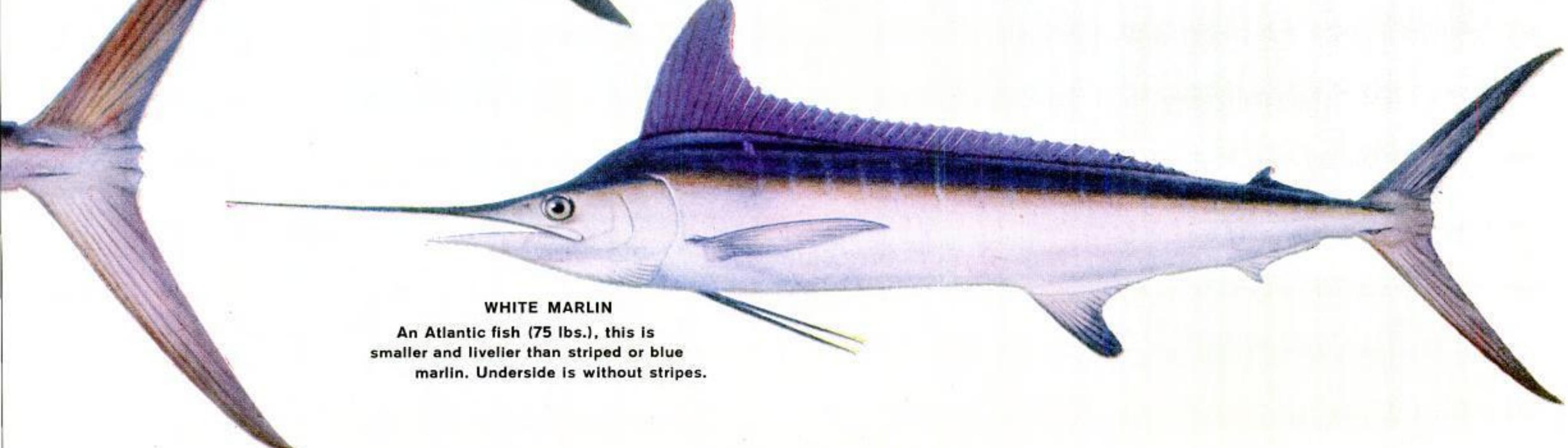
ATLANTIC SAILFISH

A prize trophy (40 lbs.), it is equipped with unique dorsal sail. It uses its tail to "walk on the water."



BROADBILL SWORDFISH

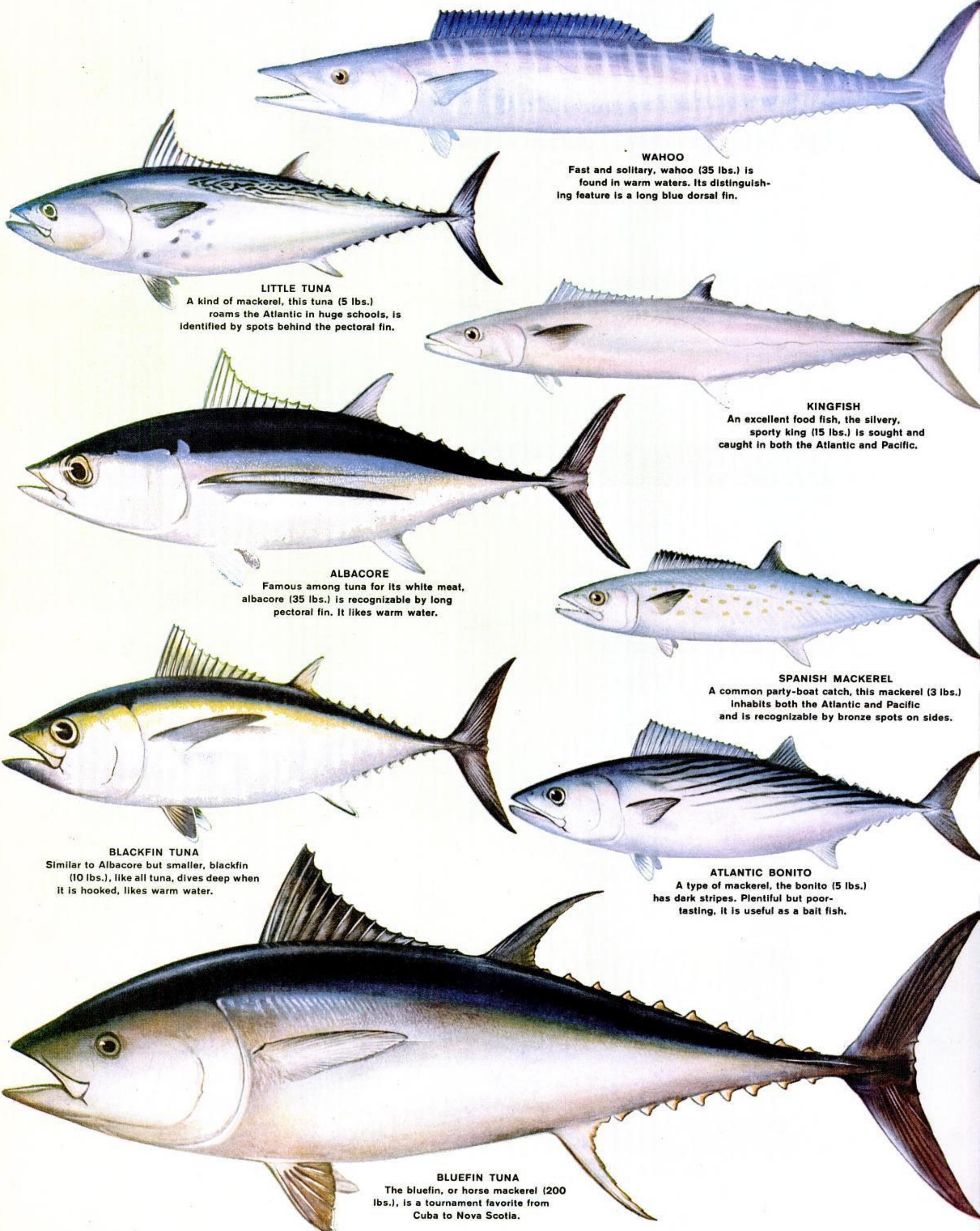
Swordfish (300 lbs.) differs from other billfish in that the sword is flat and longer. It is found the world over.



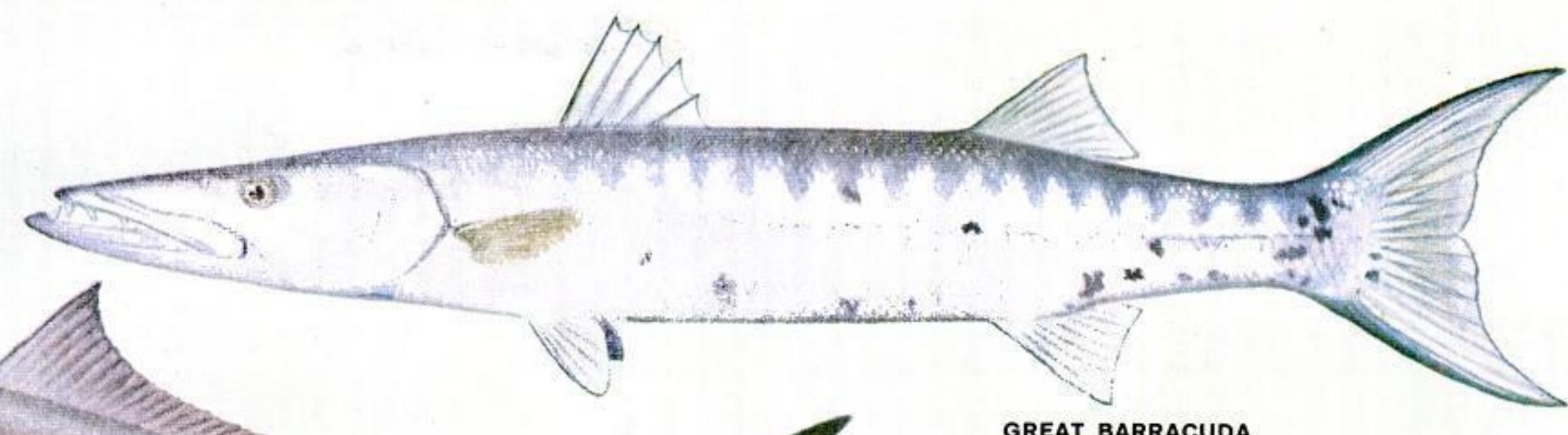
WHITE MARLIN

An Atlantic fish (75 lbs.), this is smaller and livelier than striped or blue marlin. Underside is without stripes.

THE MOST POPULAR

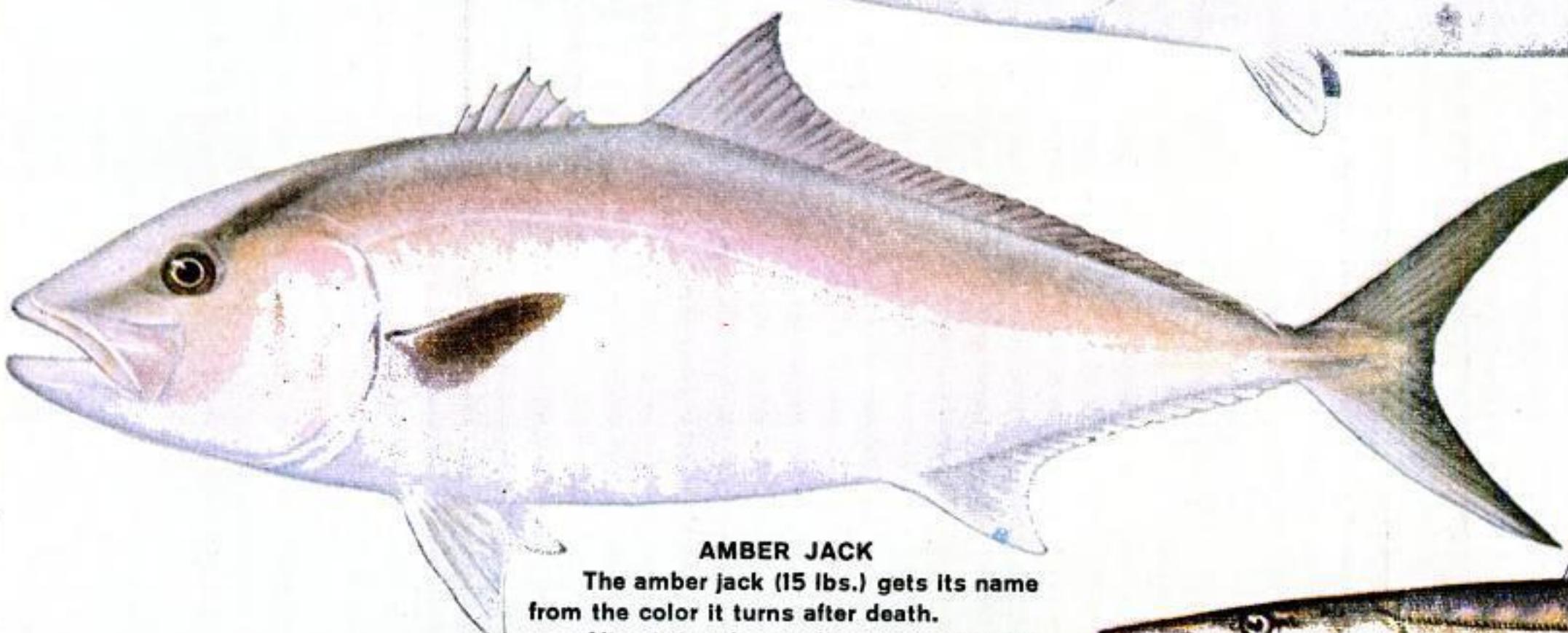


DEEP-WATER SPECIES



GREAT BARRACUDA

The fiercest fish for its size in the sea, barracuda (10 lbs.) has one unforgettable feature: a mouthful of needle-sharp teeth.



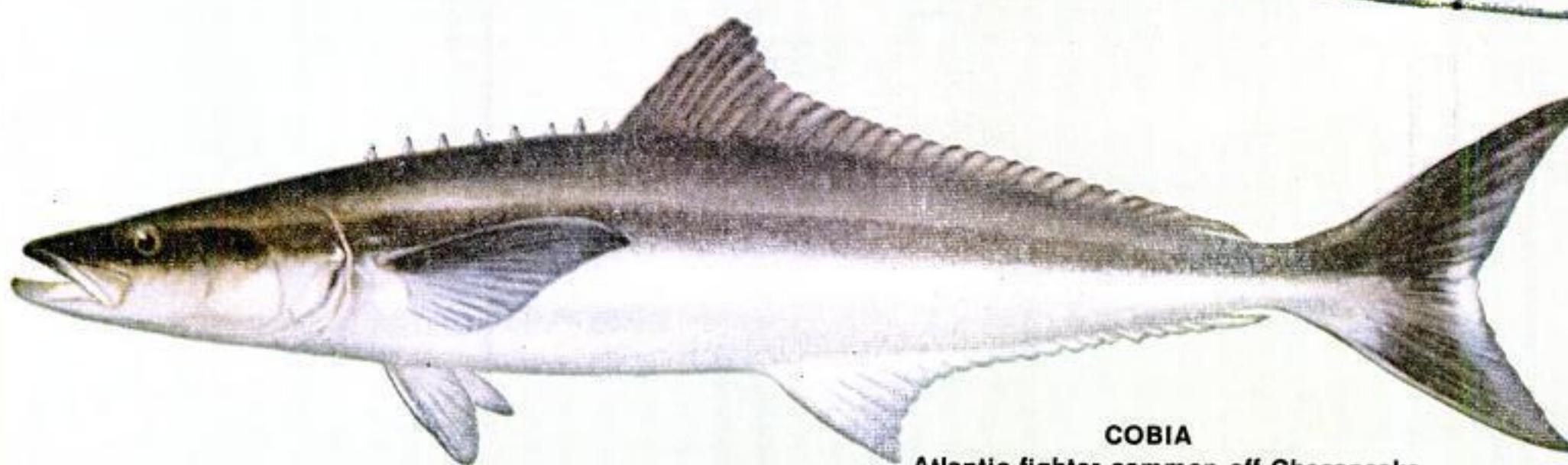
AMBER JACK

The amber jack (15 lbs.) gets its name from the color it turns after death. Alive it is silver, yellow and lavender.



PACIFIC BARRACUDA

The Pacific barracuda (one lb.) is thinner and less vicious than its Atlantic counterpart. It is also good to eat.



COBIA

Atlantic fighter common off Chesapeake Bay, cobia (20 lbs.) is identified by small head and olive back.



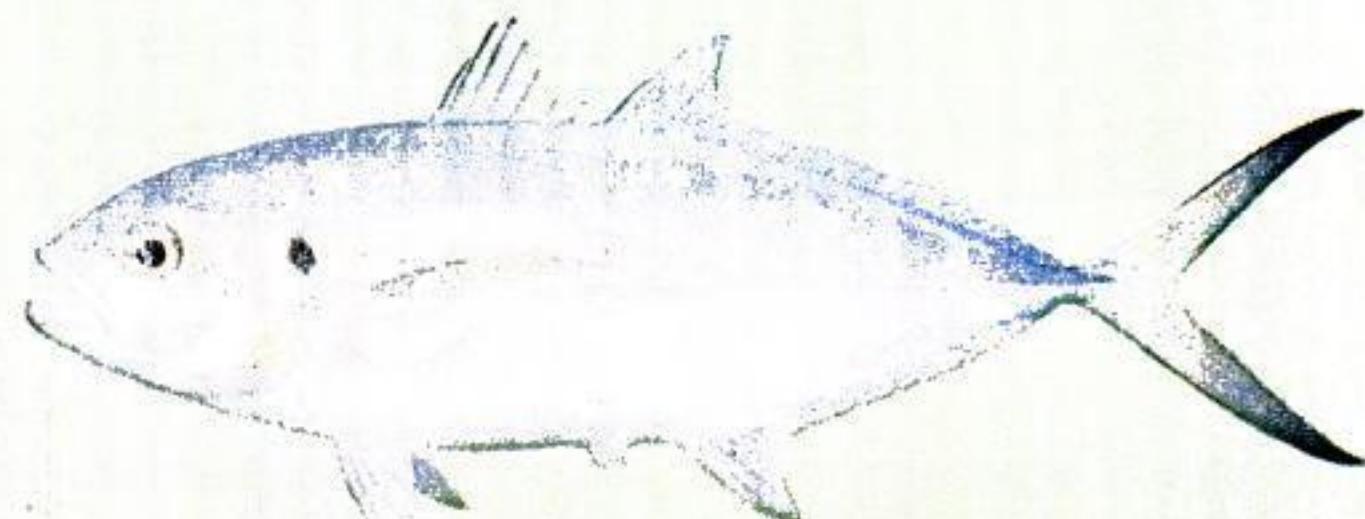
SCUP

Scup (2 lbs.), member of the porgy family, is a school fish found mainly off Cape Cod. It is marked with specks of blue.



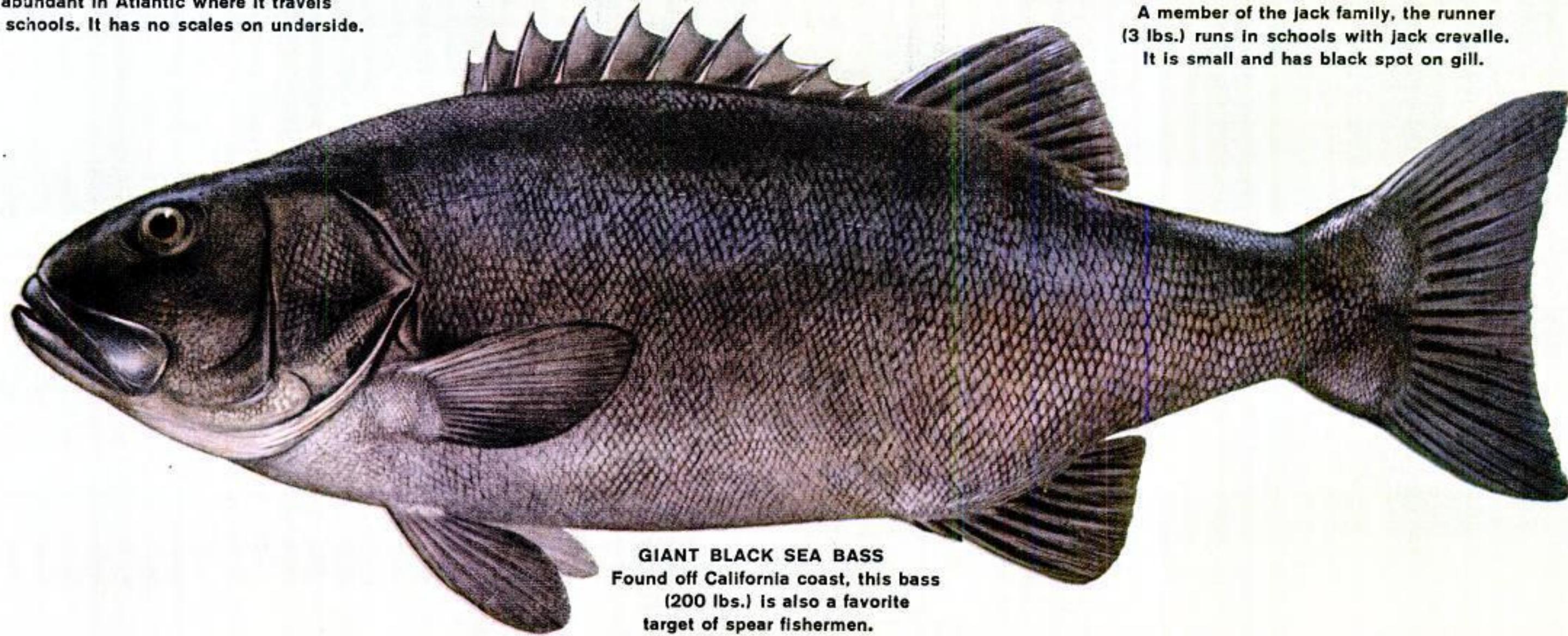
JACK CREVALLE

The jack (10 lbs.), a good fighter, is abundant in Atlantic where it travels in schools. It has no scales on underside.



BLUE RUNNER

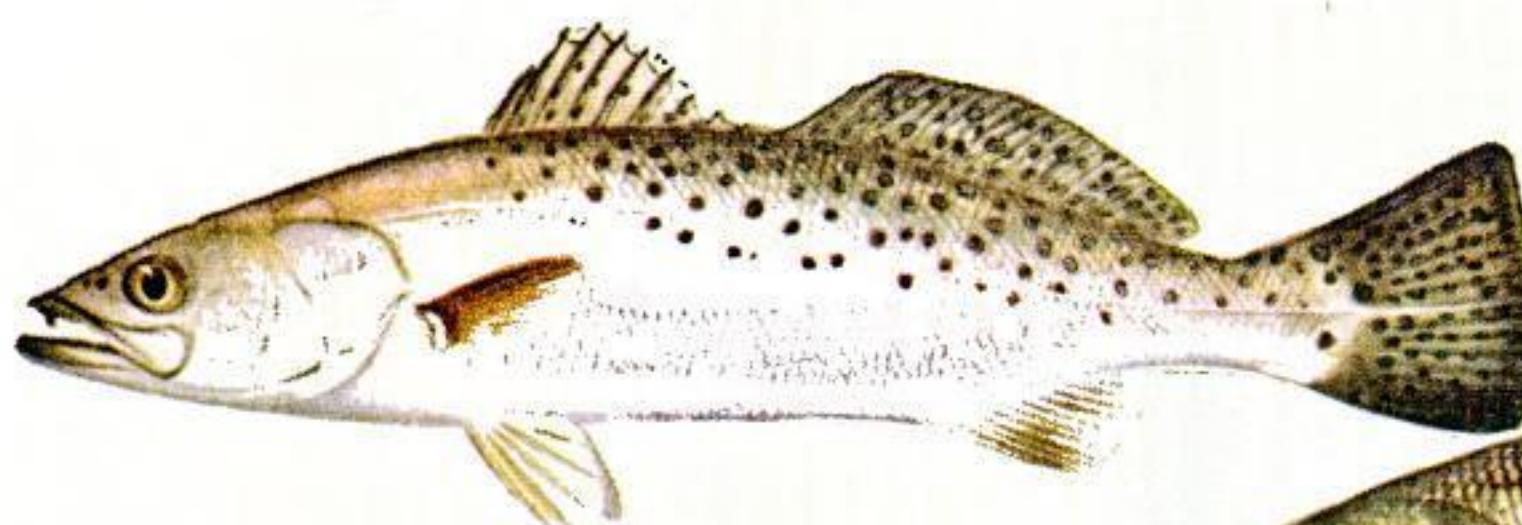
A member of the jack family, the runner (3 lbs.) runs in schools with jack crevalle. It is small and has black spot on gill.



GIANT BLACK SEA BASS

Found off California coast, this bass (200 lbs.) is also a favorite target of spear fishermen.

SHALLOW-WATER



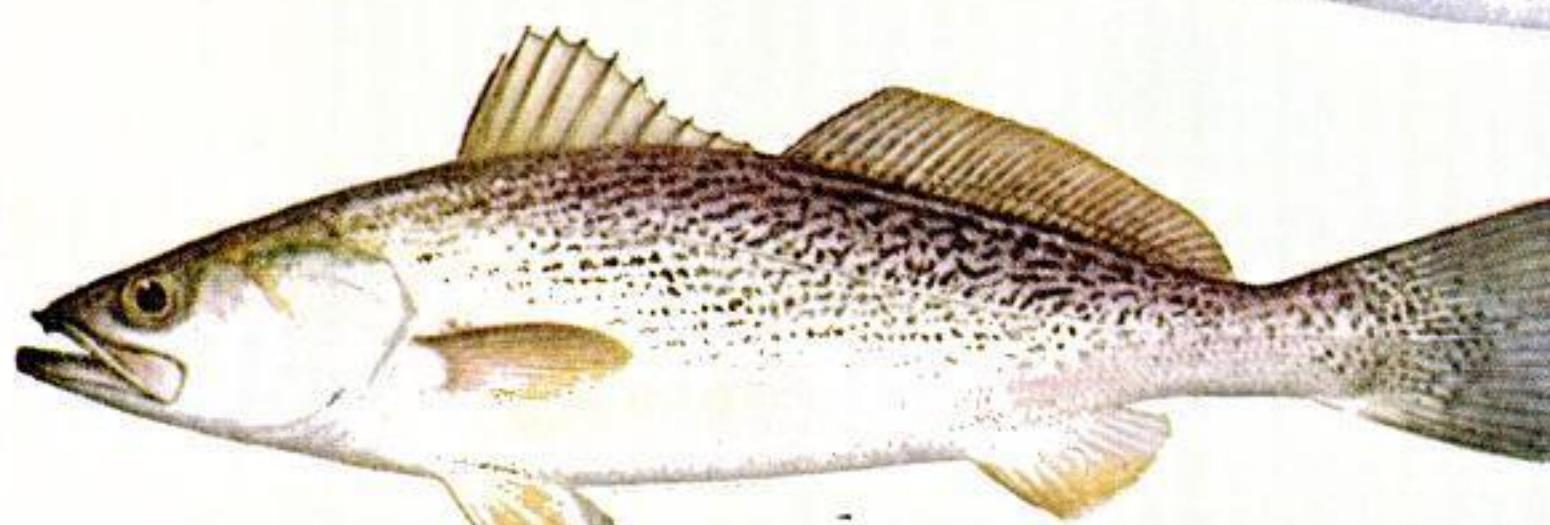
SPOTTED WEAKFISH

A favorite from Texas to Virginia, this weakfish (3 lbs.) is identifiable by its spots. Name comes from easily torn mouth.



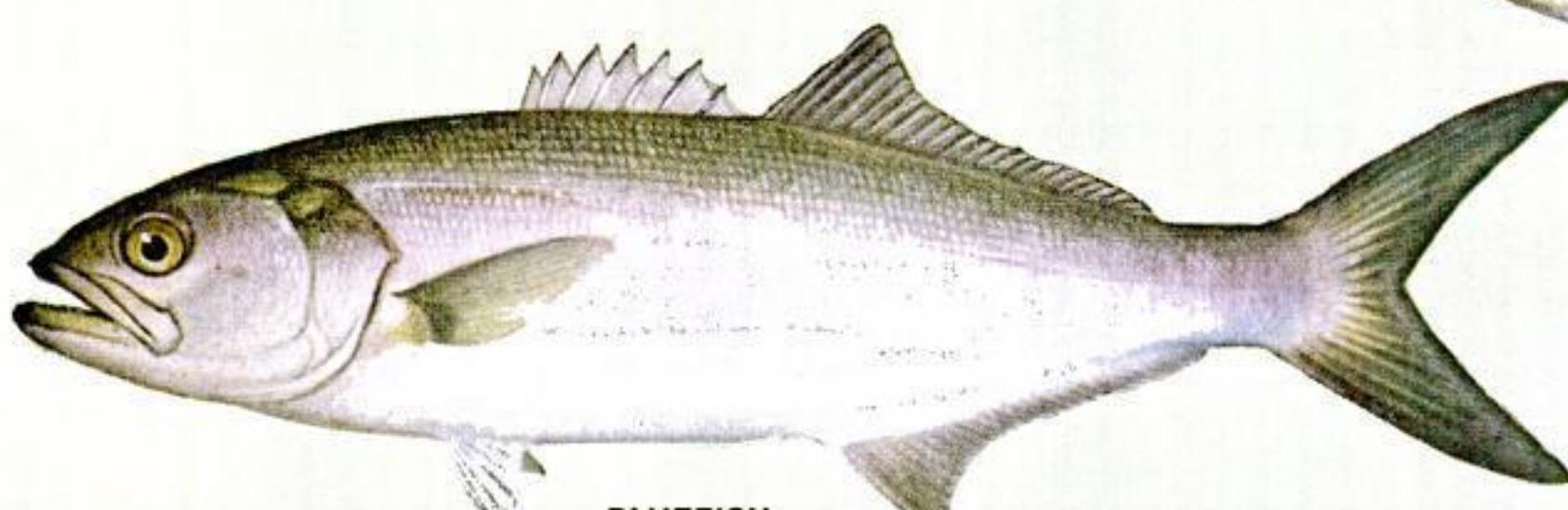
STRIPED BASS

Quarry of surf-casters, the striped or rock (5 lbs.) is identifiable by horizontal stripes and strikes hard.



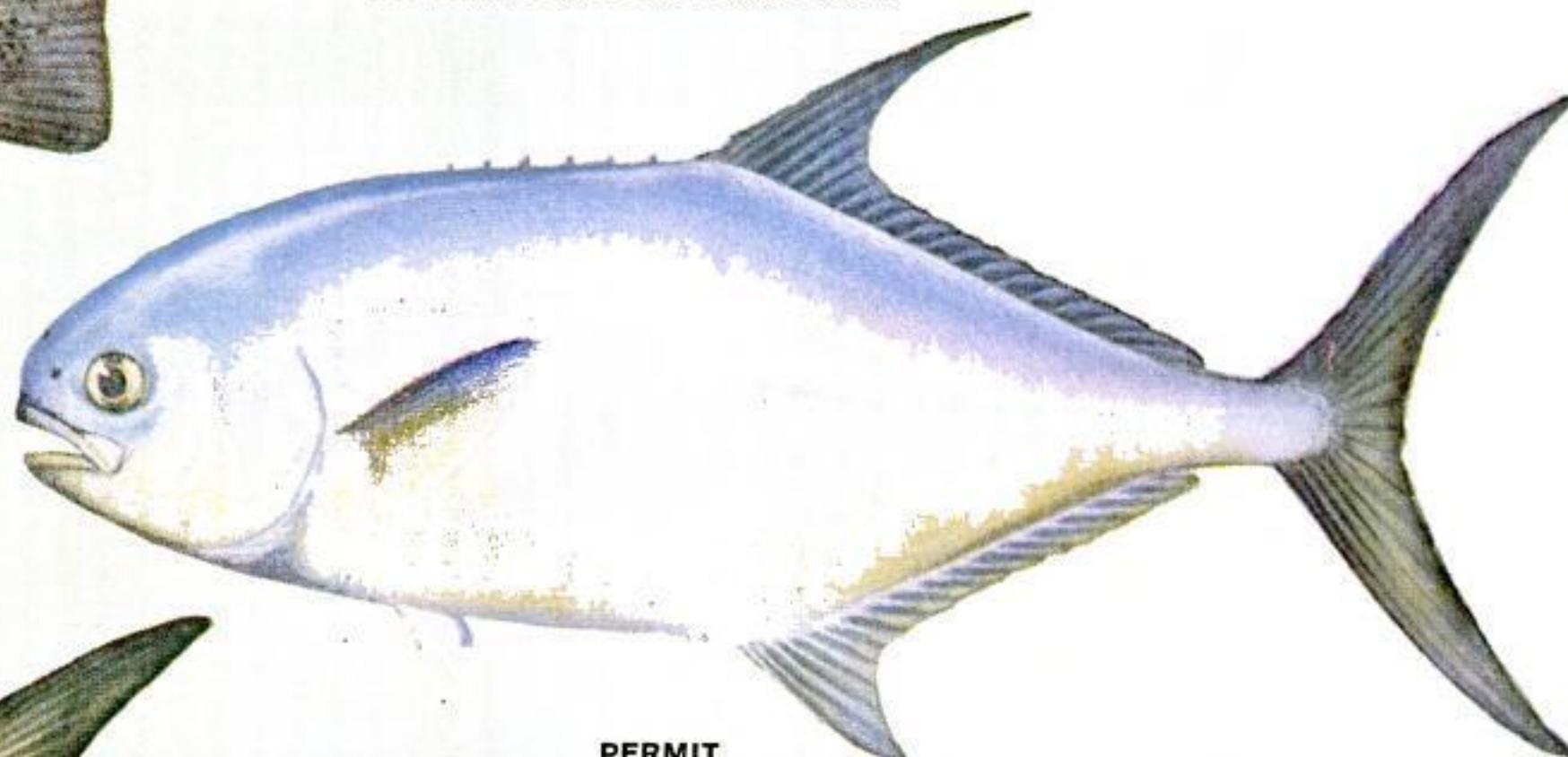
GRAY WEAKFISH

Also called squeatogue (4 lbs.), this weakfish is bigger than southern kin and spots blend to form mottled gray.



BLUEFISH

Mainstay of Atlantic charter boats, the blue (5 lbs.) travels in schools. It is plentiful, sporty and good-tasting.



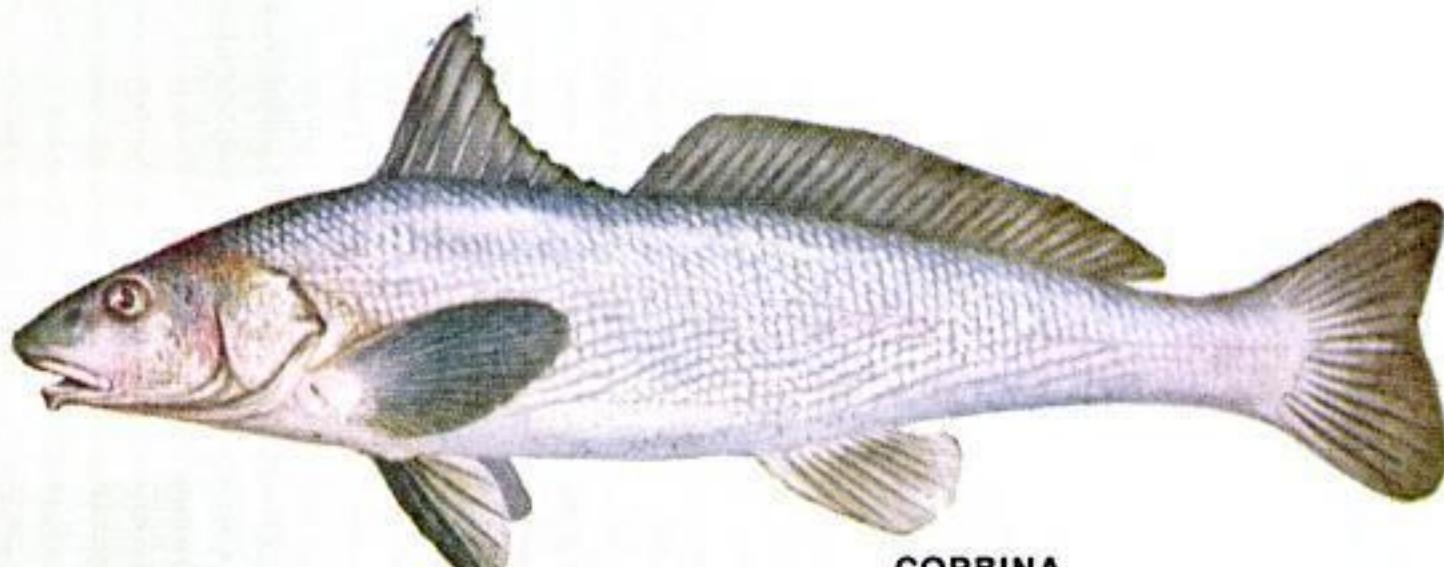
PERMIT

A game fighter, permit (20 lbs.) is called round pompano when young. Playful, it sometimes skips in the wake of a boat.



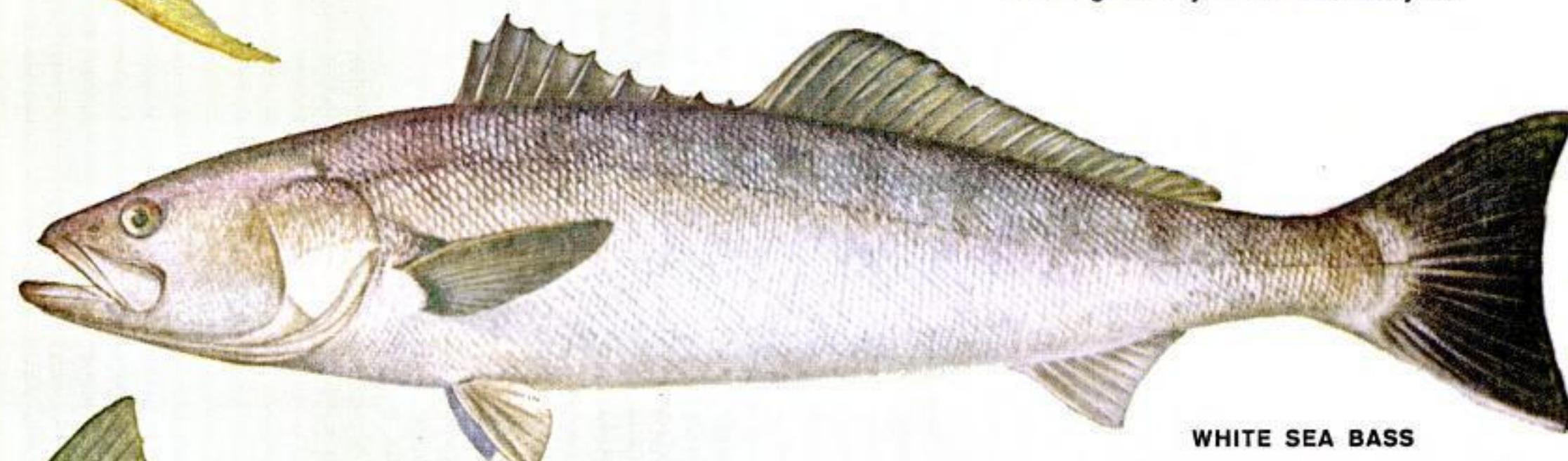
YELLOWTAIL SNAPPER

Fin coloring and tail set the yellowtail (2 lbs.) off among snappers. It is found off Florida and in Caribbean.



CORBINA

A relative of the whiting, corbina (4 lbs.) inhabits surf on California beaches, can be recognized by barbel on lower jaw.



WHITE SEA BASS

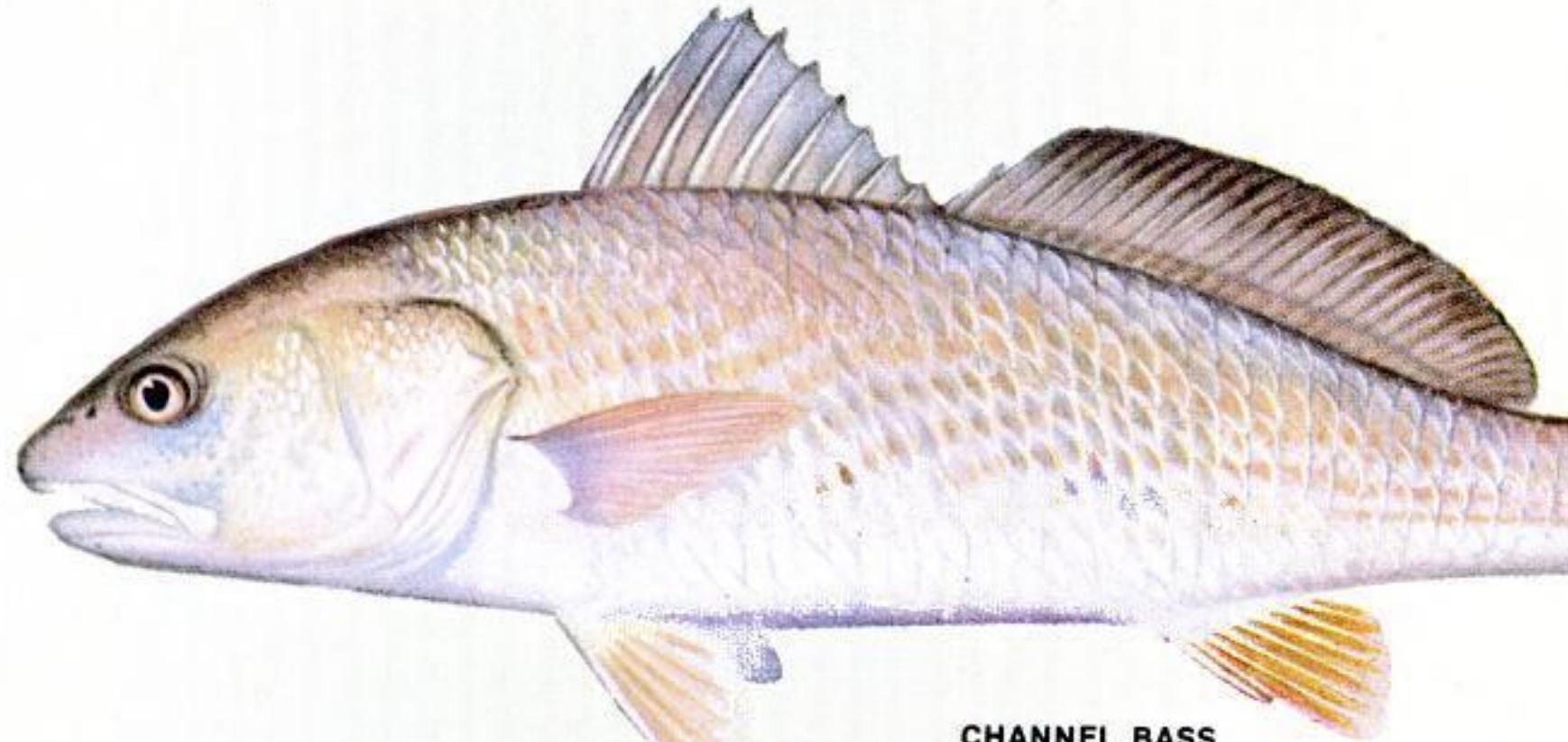
Not a true bass, this is a West Coast croaker (10 lbs.), related to weakfish. It is a strong, stubborn adversary.



PACIFIC YELLOWTAIL

A good-sized (15 lbs.), much sought-after Pacific fish, it has yellow fins and a powerful initial run.

FIGHTERS



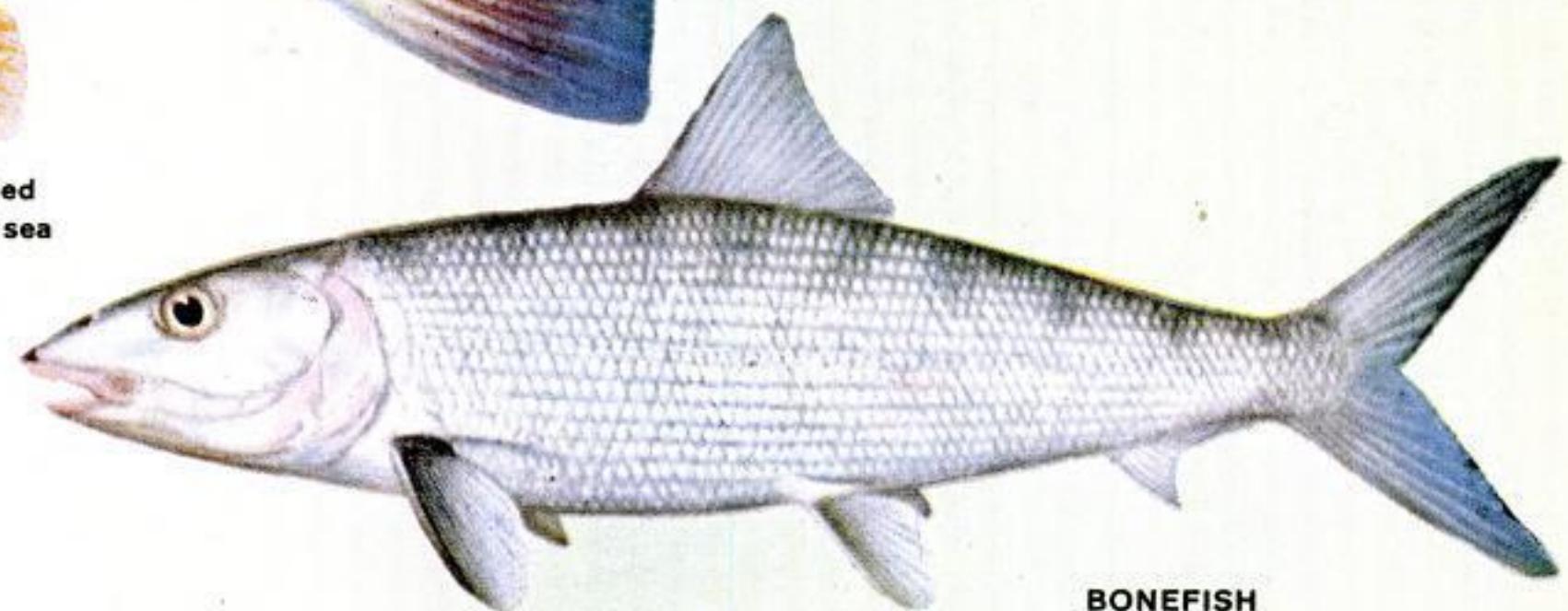
CHANNEL BASS

A surf-caster's prize (10 lbs.), also called red drum, it is pinkish and can make sea look red in large schools.



OPALEYE

A Pacific fish, opaleye (2 lbs.) gets its name from light blue eyes and spot on back. Fad now is catching them on fly rods.



BONEFISH

Silvery and streamlined, the bonefish (4 lbs.) is the sea's best fighter for its size. Full of bones, it is good eating.



COMMON POMPANO

An Atlantic fish, the common pompano (2 lbs.) is cagey and a game fighter—and also one of sea's choicest delicacies.



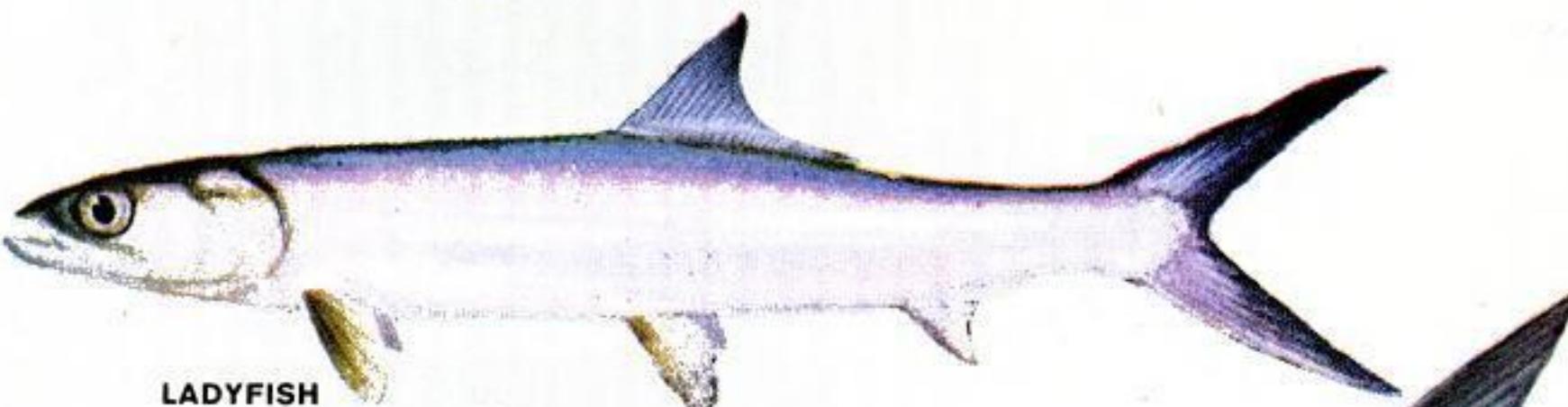
SNOOK

Common off Florida, the snook (6 lbs., or robalo, is a bass with sharply pointed snout and one distinguishing stripe.



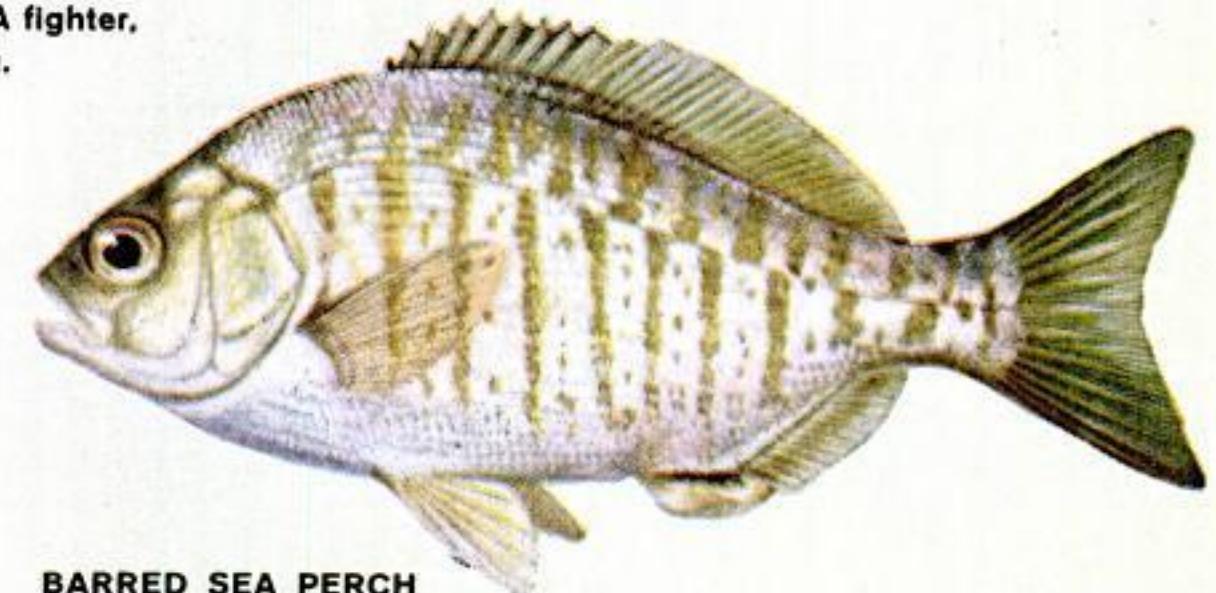
KELP BASS

The kelp bass (10 lbs.) inhabits kelp beds off the Pacific coast. A fighter, it will bite at almost anything.



LADYFISH

Also called big-eyed herring, ladyfish (3 lbs.) resembles a small tarpon. It is acrobatic and has extra-large eyes.



BARRED SEA PERCH

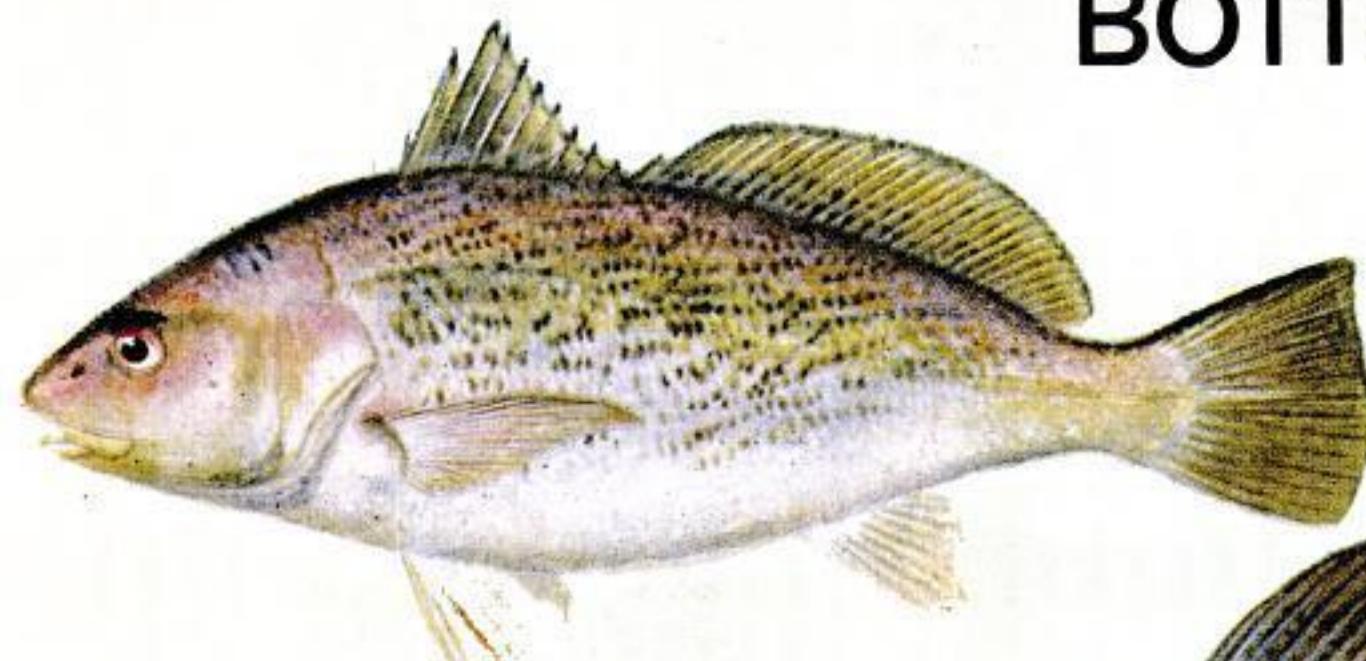
A surf fish found along California beaches, it is small (one lb.) and popular with kids fishing off piers.



TARPON

The most spectacular leaper of all game fish, the tarpon (60 lbs.) is the largest of the herring family.

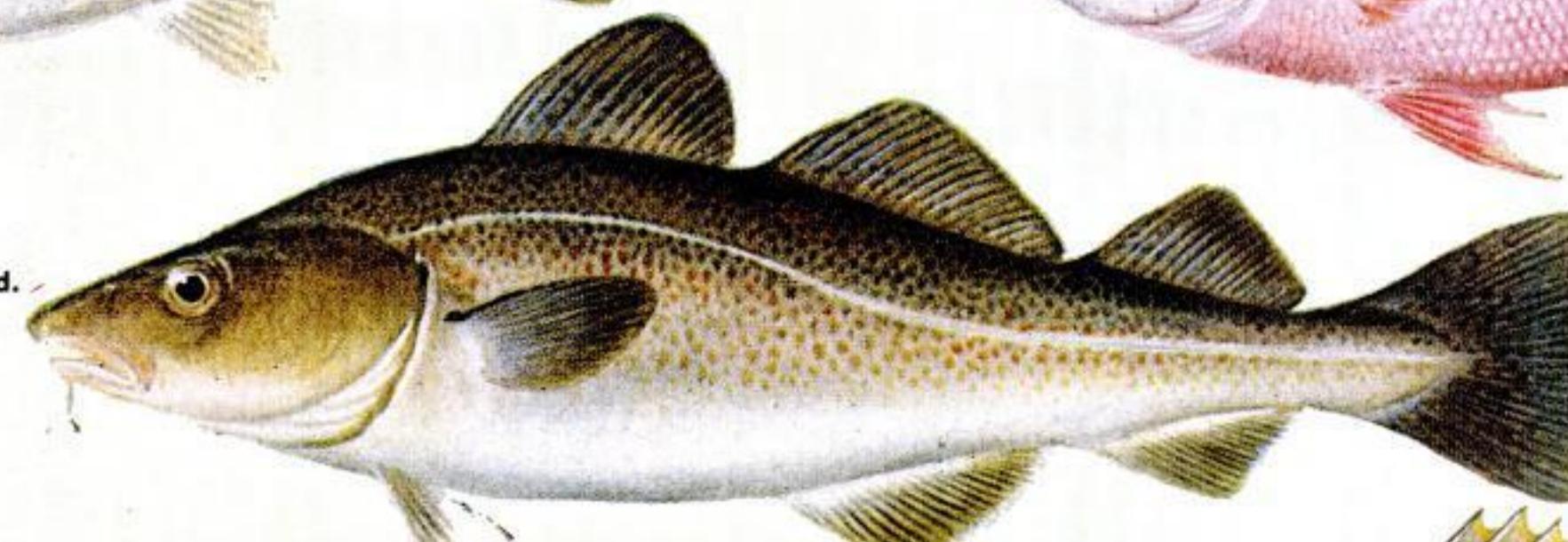
BOTTOM FEEDERS



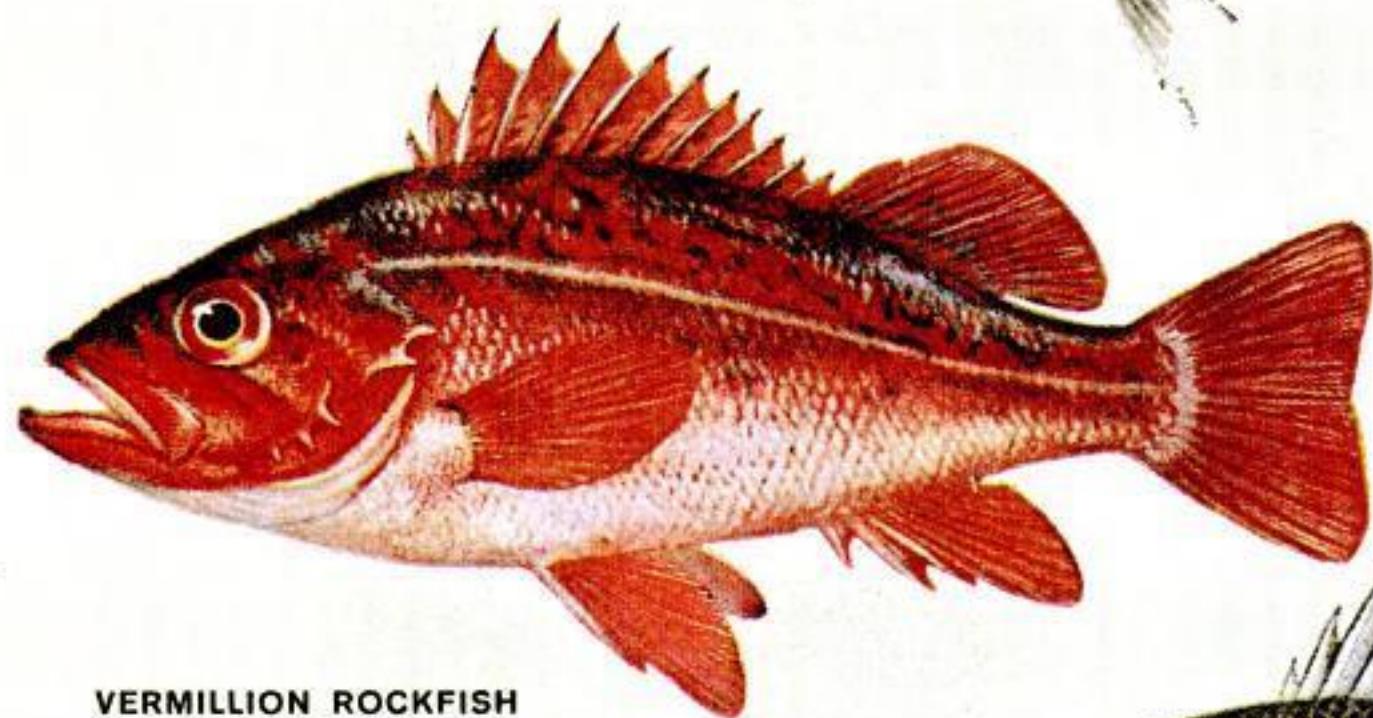
ATLANTIC CROAKER
Plentiful in Atlantic, the croaker, or hardhead (2 lbs.), is noted for lack of fight. It makes noise after being boated.



MUTTON FISH
The red-finned mutton, a large species of snapper (5 lbs.), is found in Atlantic.



ATLANTIC COD
An Atlantic fish found north of New Jersey, the cod (12 lbs.) is short on fight. It is plentiful and commercially valuable.



VERMILLION ROCKFISH
Exquisitely colored, the vermillion (4 lbs.) is found all over the Pacific. When pulled up its eyes bulge out, its stomach distends.



NASSAU GROPER
Like most groupers, the sporty Nassau (10 lbs.) is found around Atlantic rocks and reefs.



GRAY SNAPPER
Found in tidewater mangrove swamps, this snapper (4 lbs.) is sporty and good-tasting.



SHEEPSHEAD
Prized as game fish, the sheepshead (4 lbs.) is found in Florida and Gulf waters. It has about seven vertical black stripes.



CALIFORNIA SHEEPSHEAD
No kin to its Atlantic namesake, this species (15 lbs.) has unique coloring, canine teeth.



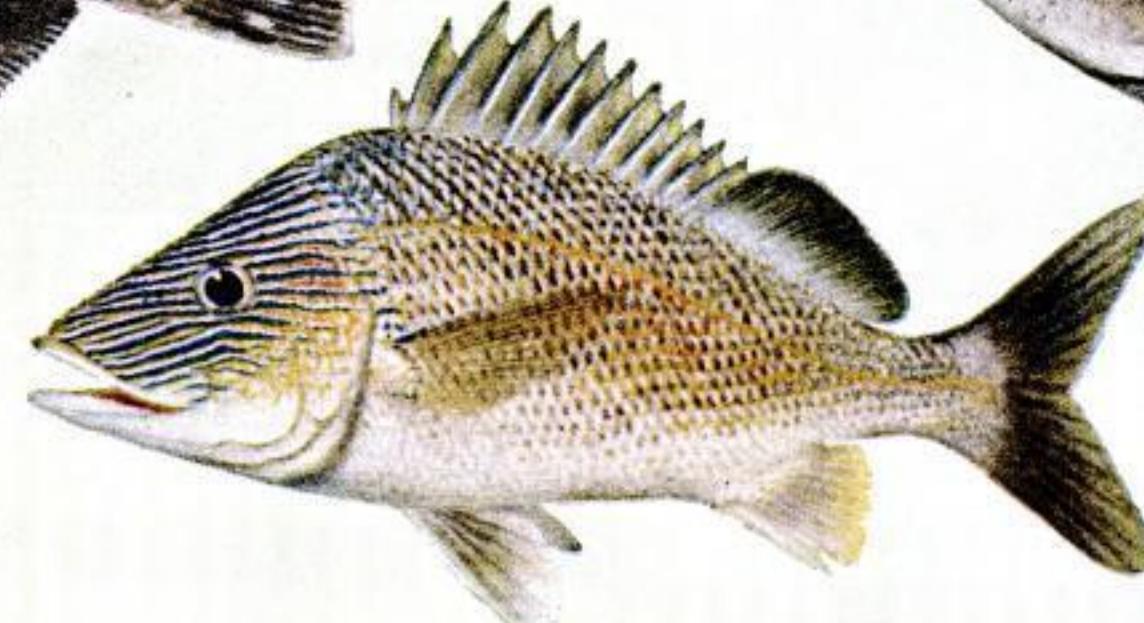
BLUESTRIPE GRUNT
An inhabitant of Florida Keys, the bluestripe (one lb.) is easy to catch but very small.



FLUKE
This game but unattractive flatfish (2 lbs.), commonly served as filet of sole, has both eyes on left side of head.



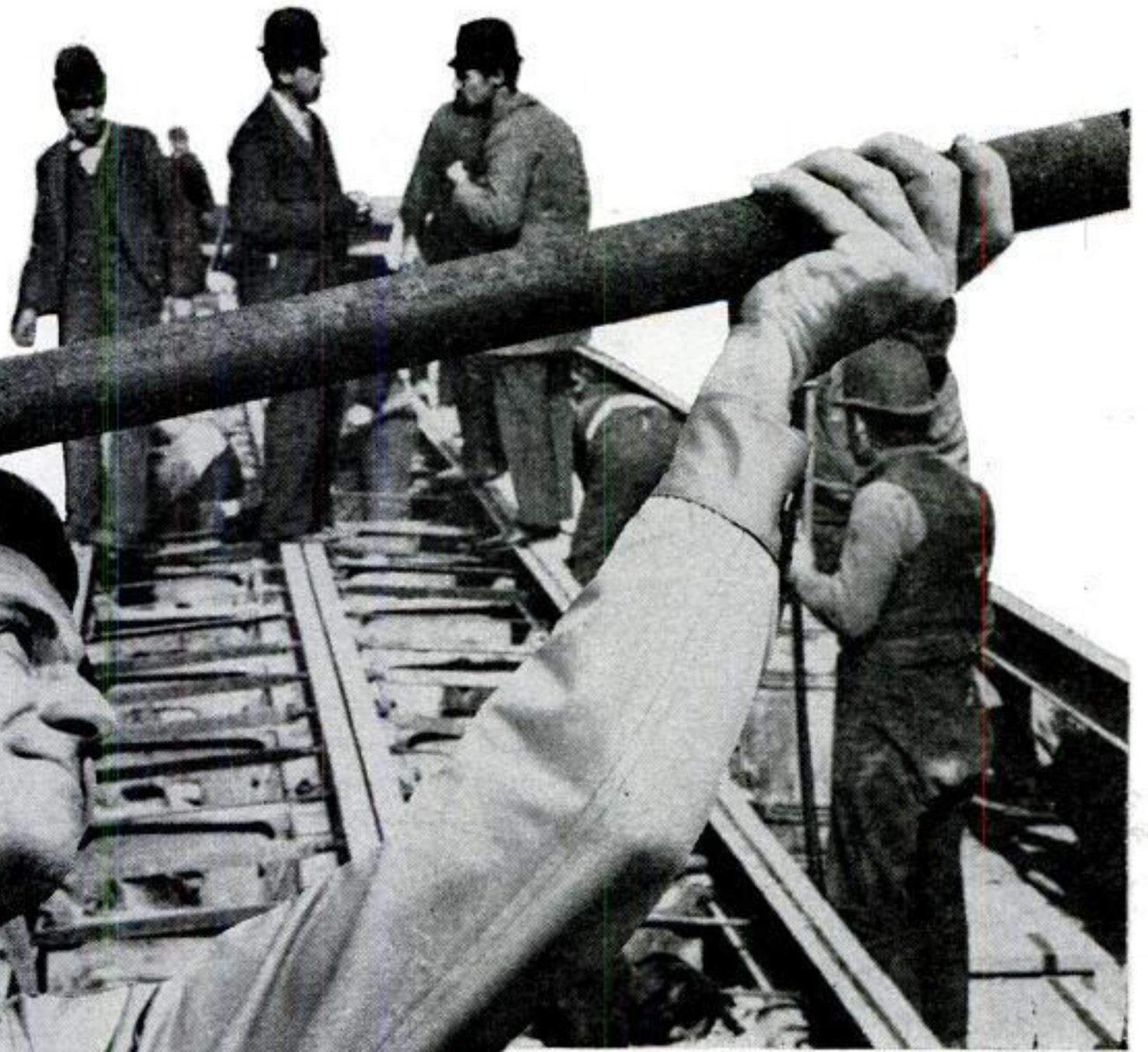
TAUTOG
A plug-ugly, also called blackfish (4 lbs.), it is a nuisance, biting too readily and hard to unhook.



WHITE GRUNT
Small fish (2 lbs.) caught in vast numbers off Florida, it has blue stripes on head.

1907

**Penney's takes men out
of celluloid collars, derbies
and waistcoats... puts them in
the world's first work clothes
engineered for the job**



1957

**Penney's puts
men in the first
Sanitized® twills!**

Sanitized® works like a built-in deodorant that lasts through repeated launderings, arrests growth of fabric-weakening bacteria, actually lengthens the life of your shirts and pants!

In boiler room or back yard . . . for men at work or play . . . Penney's Big Mac® matched sets are a way of life. There's more than one good reason. Penney's gives you *all* these extras at this price:

- Penney's Big Mac exclusive proportioned fit keeps you neat, gives you free-wheeling freedom of action!
- Penney's Big Mac matched sets are *completely Sanforized*† (even the foot-deep boatsail pockets!), mercerized for lasting lustre, vat-dyed for lasting color, *completely machine washable*!
- Penney's Big Mac full weight premium twills are dress-up tailored, with lined collar, full cut tails, cuffed bottoms!
- Penney's Big Macs feature laboratory tested materials and construction, including heavy duty brass zipper, reinforced stitching!

3.29 8½ ounce Army twill
pants, sizes 28 to 50

2.69 6 ounce Army twill
shirts, sizes 14 to 19

Also 2 by 2 ply combed Army twill, pants 3.98, shirts 3.49

† Won't shrink more than 1%

WHY IT PAYS TO SHOP AT PENNEY'S

Because you can save and be sure with Penney brands . . . they're tested for quality, for wear in Penney's own testing laboratory.

Because you like to save money every day.

J. C. PENNEY COMPANY, INC. 1691 Family Department Stores in 48 States

Because you can buy with confidence . . . every Penney store will exchange or refund.

Because you enjoy Penney's small town friendliness and big city "know-how."

PENNEY'S
ALWAYS FIRST QUALITY!



PARTNERS IN PROSPERITY are the Fassingers of New Castle, Pa., shown here on corral fence of father Fassinger's farm. Sons Jim, Chuck, Jack and Walt operate business with their dad (center).



COCHISE AND FRIENDS—Charles Fassinger, 78-year-old president of C. Fassinger and Sons Mfg. Co.—supplier of hub bolts to General Motors—with his two granddaughters, Jane and Betsy, and their colt Cochise.

Why GM

AMAZING THINGS happen every day in American business. Mostly because American business has so many amazing people.

You'd never think—for instance—that a little family company in the outskirts of New Castle, Pennsylvania, could—practically by itself—help keep a Chevrolet production line running.

Yet that's precisely what Charles Fassinger, his four sons and a half-dozen employees succeeded in doing. And here's how.

SOS from General Motors

A HUB BOLT is a mighty small part of a motorcar, but a mighty important one. After all—no hub bolts—no wheels. So when Chevrolet suddenly found itself, a few years ago, with an inadequate supply of hub bolts—hurry calls for help went out—including a very urgent one to C. Fassinger and Sons Mfg. Co.

Right away the Fassingers went into a family huddle—figured out how to double their production. Sent daily air shipments to Detroit. Result: Chevrolet kept production up—and Chevrolet cars and trucks kept moving on to the dealers.

A typical accomplishment of this very untypical family.

Carrying Cold Cash to New Castle

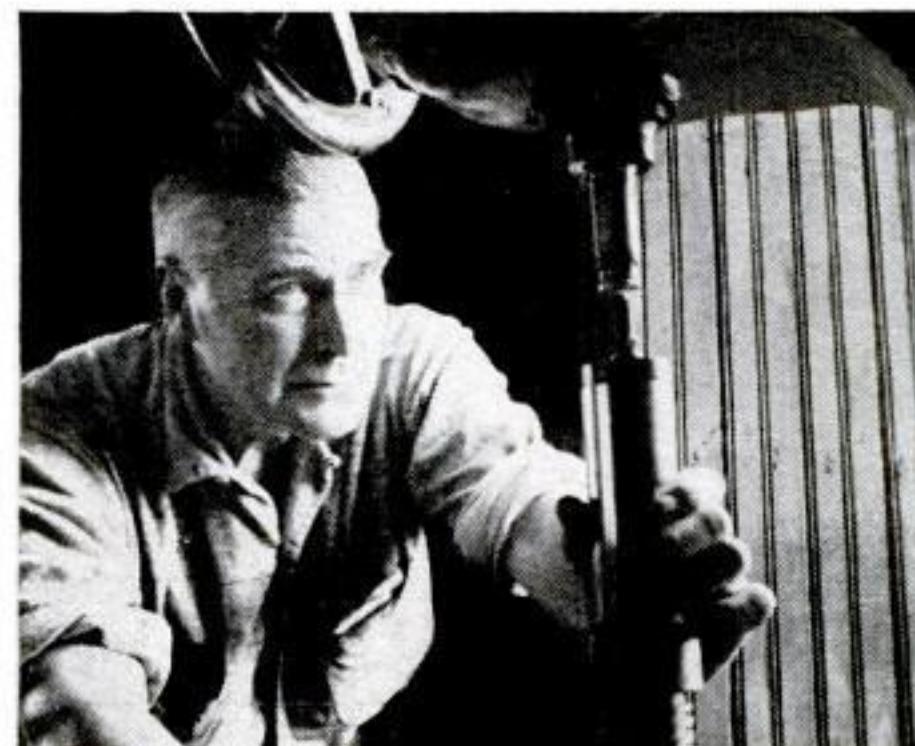
FOR FEW FAMILIES boast a dad who not only runs a company but, at the hale-and-hearty age of 78, does the spring plowing on his farm. Or two sons who put themselves through college and dental school, made names for themselves in dentistry, only to quit bridgework for boltwork. Plus two others who quit important outside jobs for the pleasure of working with their home folks.

And few companies boast a more daring management than the Fassinger clan. For they started on a very thin shoestring—found the going far from easy. But then GM came through with its first order.

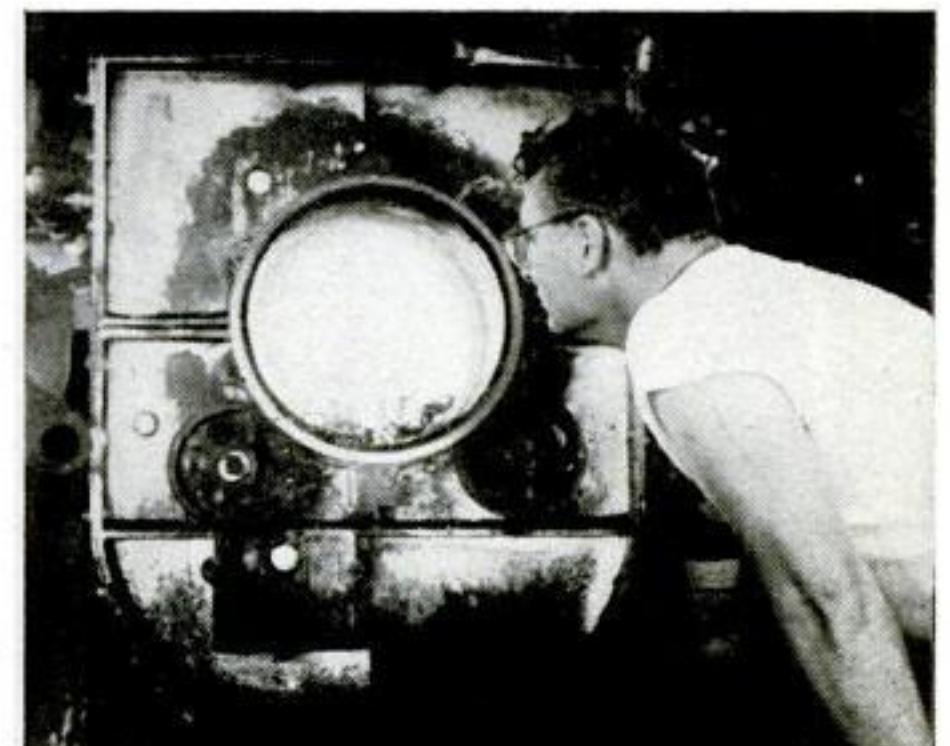
calls this New Castle, Pa., family —the fabulous Fassingers



BOLTMAKERS AND EX-DENTISTS Jack and Jim Fassinger still handle family's dental work, check X ray of mother's teeth while Jim's daughters kibitz through window.



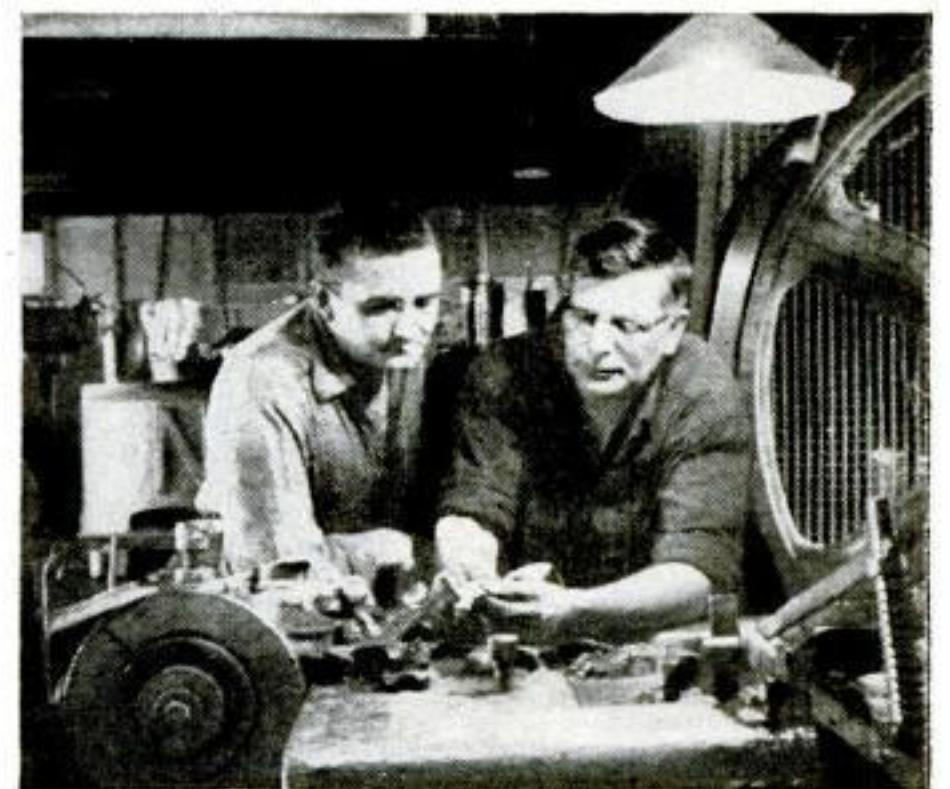
PARTNER JACK, shown here running Brinell hardness test on Chevrolet hub bolt, runs quality-control department, is ex-dentist with B.S., D.D.S. and M.S. degrees.



PARTNER JIM runs heat-treating department—like his brothers also fills in wherever needed. Jim once taught and practiced dentistry in Pittsburgh.



PARTNER WALT heads engineering department, designed hand lathe on desk. Walt designs all tools and dies used by the firm, also runs company finances.



PARTNER CHUCK bosses production, handles maintenance, set-up and repairs on machines. His son Dick helps him here as he sets up header for Pontiac bolts.

Today, the Fassingers have doubled their plant's size—doubled their working force—upped production 1,000%. They're selling hub bolts to Chevrolet, Pontiac and eight other customers.

What has happened in New Castle has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that, if they meet delivery dates with quality products GM needs, at

competitive prices, General Motors is interested in doing business with them. New business has flowed into their communities—and as a result, these communities in every state share in GM's success.

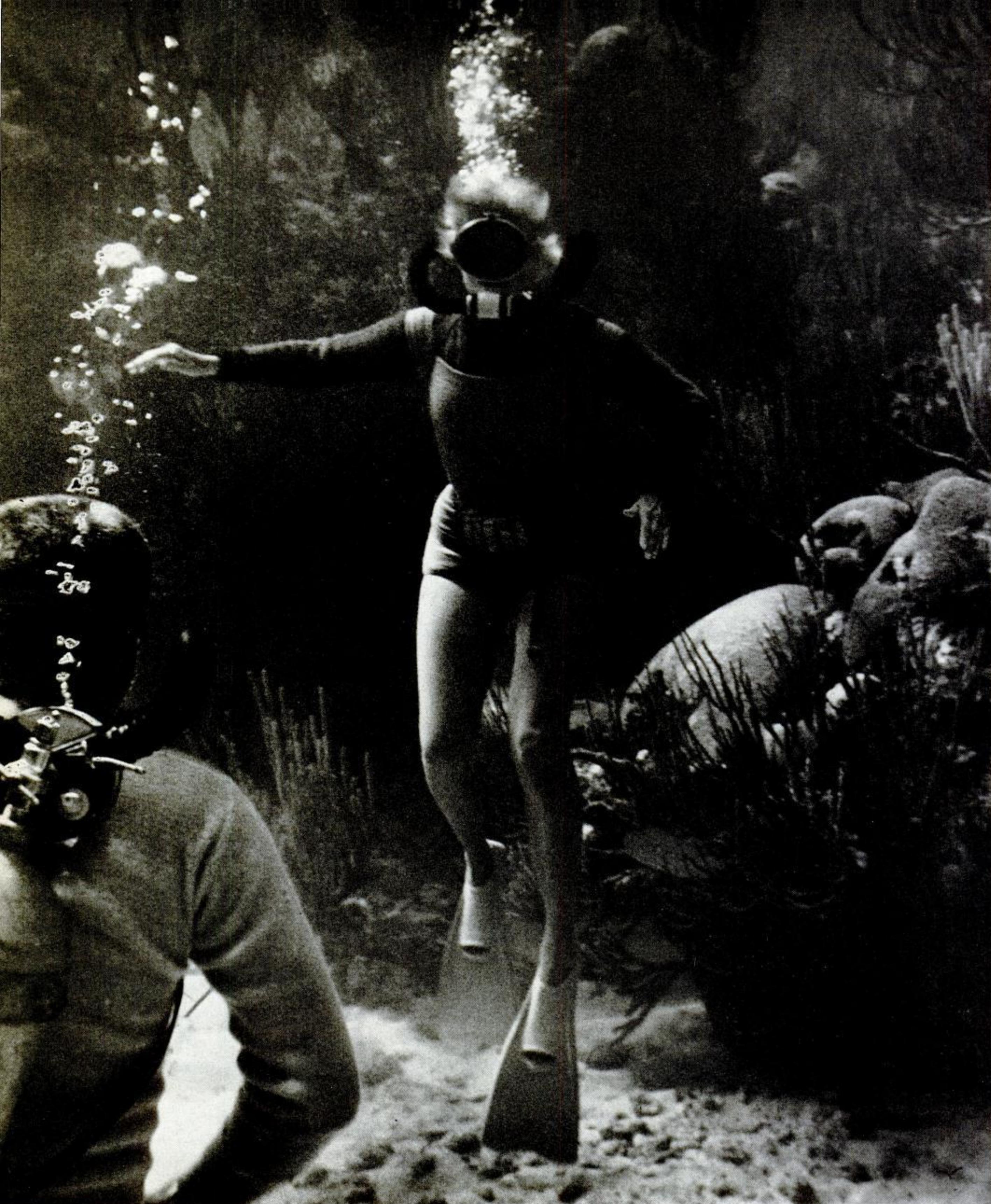
How much they share is shown by the fact that outside suppliers of materials and services receive, in total, close to 50¢ of every dollar General Motors takes in from the sale of its products.

GENERAL MOTORS—Good People to Work For—Good People to Deal With

Small Business and General Motors

An Enduring Relationship

Most of the 26,000 business firms supplying GM with goods and services are small businesses with less than 500 employes. About a third of them have been working with GM for 11 years or more—two thousand from 21 to 30 years—and several hundred even 31 years and more.



GLIDING easily over a Bermuda coral reef 20 feet beneath the surface, Mrs. Luce approaches watchful instructor, Park Breck. "I felt like a bird lighting on a bough," she remarked.

PREPARING for a dive, Mrs. Luce sits on the stern of boat with instructor's wife, Jeanne Breck. She wore 30 pounds of equipment, made 14 dives, the longest lasting 40 minutes.

A Versatile Lady's New Adventure

Underwater exploration might seem an unexpected switch for a woman whose previous careers have been in the theater, the U.S. Congress and international diplomacy, but Clare Boothe Luce changed from ambassador to skindiver with ease. On a visit to Bermuda she took lessons in a swimming pool, then graduated to the wonderland of the coral reefs. There she tiptoed over a 17th Century wreck, was dazzled by the glow of jewel-like fish and had a near encounter with a shark. She came to the surface, delighted to have eluded the pull of gravity and lived in the sea.





"**M**y daddy goes a hundred thousand million miles away sometimes, but he always calls us up and makes us feel good"

BELL TELEPHONE SYSTEM
Call by Number. It's Twice as Fast.



LONG DISTANCE RATES ARE LOW

Station-to-Station Rates

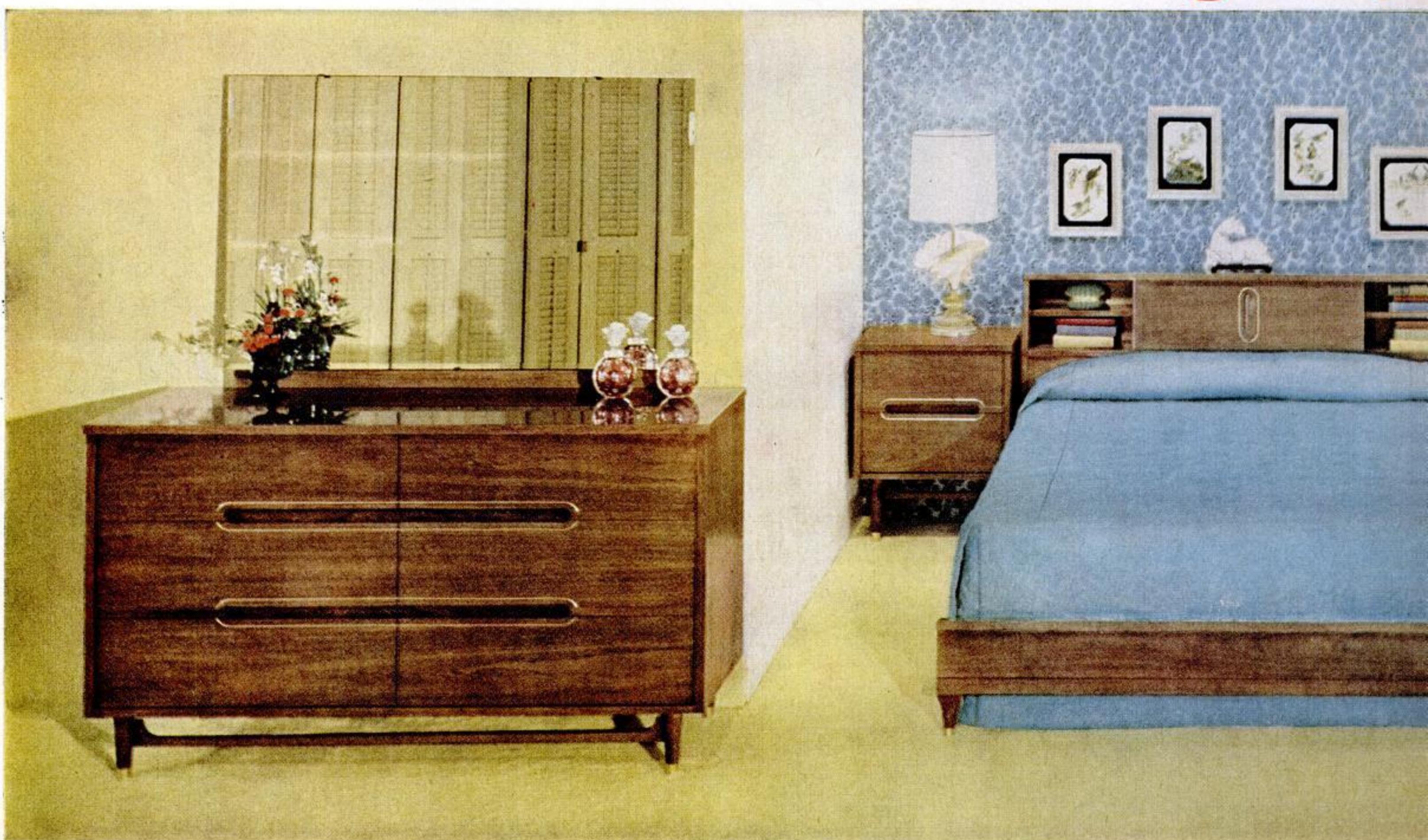
<i>For example:</i>	<i>First 3 Minutes</i>	<i>Each Added Minute</i>
Baltimore to New York	55¢	15¢
Milwaukee to Des Moines	75¢	20¢
Indianapolis to Memphis	85¢	25¢
Los Angeles to Salt Lake City	\$1.05	30¢
Chicago to Denver	\$1.30	35¢

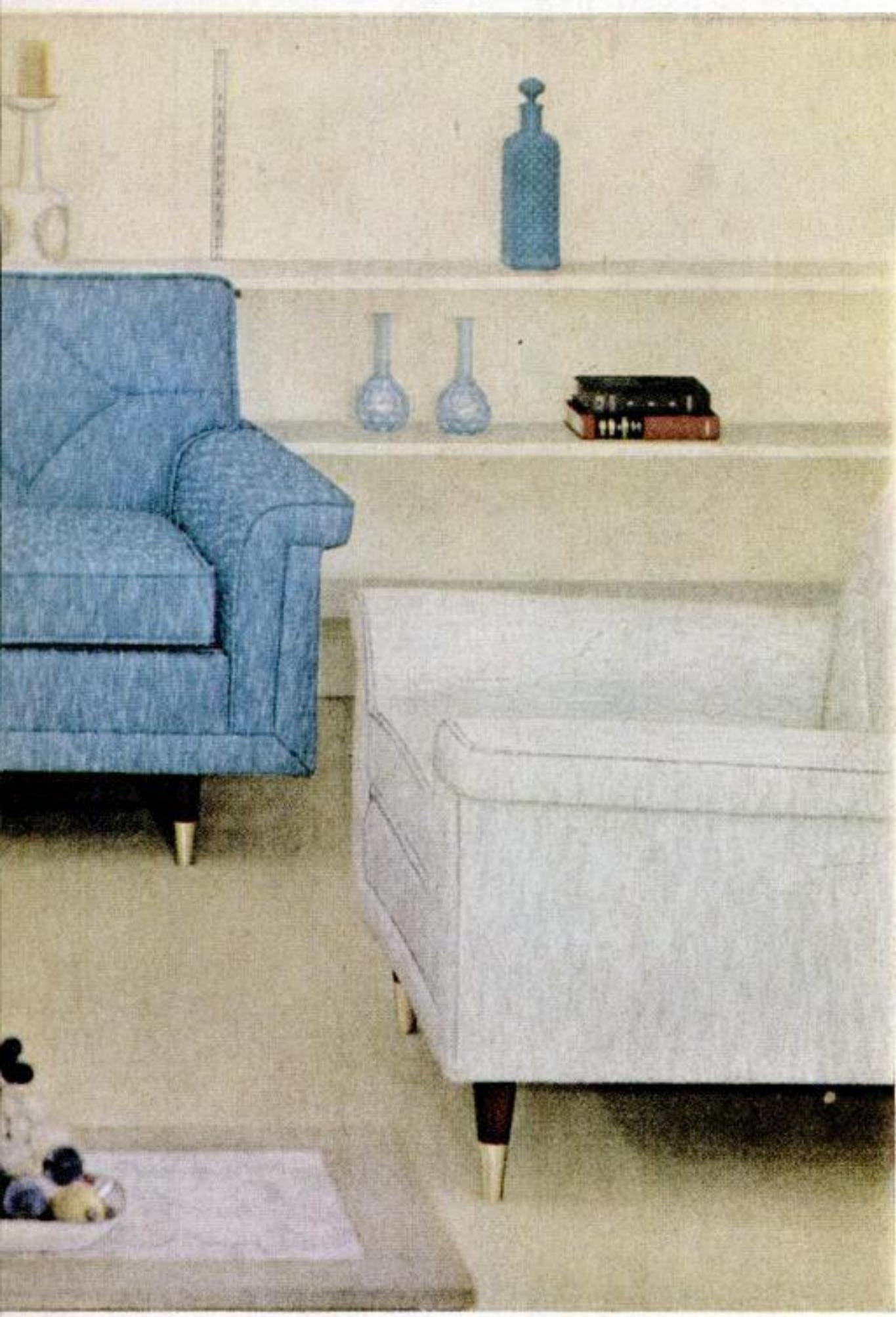
These rates apply every night after 6 and all day Sunday. Add the 10% federal excise tax.



Kroehler Dealers everywhere invite you to

live elegantly





on a modest budget!



SEE THE EXCITING NEW **Personality®**
LIVING ROOM GROUP

The moment this fresh new furniture becomes part of your living room, your home comes alive with inviting new comfort and charm . . . and with styling that makes every glance a compliment to your own good taste.



FOR THE YEARS AHEAD! You choose wisely when you choose living room furniture by Kroehler because it's Plus-Built . . . extra rugged in nine important ways . . . built to stand up beautifully under the extra wear and tear of this age of TV and active family home life.

REMARKABLY MODERATE PRICES! Because Kroehler builds *more* furniture than any other manufacturer, you *save more* when you buy Kroehler. For example, The New Personality Group as shown in bouclé metallic texture can be yours at these low prices: Open-end sofa, \$129.75. Quarter circle, \$129.50. Armless chair, \$79.50. Twin-sectional sofa, \$119.75. Lounge chair, \$89.50. Also available, not shown: Sofa, \$165.00. Sleep-or-Lounge, \$279.50. Foam rubber cushions at extra cost. Prices slightly higher in some areas and vary with fabric selected.

WORLD'S LARGEST FURNITURE MANUFACTURER

K R O E H L E R

(Pronounced "KRAY-ler")

General Offices: Naperville, Illinois

In Canada: Stratford, Ontario

SEE THE STRIKING NEW **Personality®**
BEDROOM GROUP

Here is bedroom furniture that's built for a lifetime of proud ownership. And with the new Personality Group you may select from a wide collection of pieces designed exactly right for *your* bedroom.

Permanized®

FOR LASTING BEAUTY!

You'll love the luxurious feel of the smooth-as-glass Seal Walnut finish and the master craftsmanship so evident in every detail. You'll sense the extra quality in the smooth, silent action of every drawer. And it's nice to know that all drawers are dovetailed for extra strength, center-guided and permanently resistant to both moisture and dryness.

LUXURY YOU CAN AFFORD! Unsurpassed manufacturing facilities make possible values like these! The Personality Group as shown in Seal Walnut finish: Bookcase bed, \$74.50. Double-dresser and mirror, \$154.50. 5-Drawer chest, \$104.50. Night stand, each, \$39.50. Also available in Group: Triple dresser, \$179.50. Panel bed, \$49.50. Bachelor chest, \$89.50. Also see the many other fine matching pieces designed to beautify your bedroom. Prices may be slightly higher in some areas.

Does she...or doesn't she?



Hair color so natural only her hairdresser knows for sure!

That beautiful feeling of belonging . . . his serene acceptance that *she's the prettiest mommy in the whole world*. Naturally, she treasures this feeling and manages always to look radiant . . . to keep her hair silky, lively with sparkling color. It's so easy . . . and with Miss Clairol, it takes only minutes! So *she'll never let gray or faded hair age her looks*. Not when it's so rewarding to stay young for one's self and one's family!

With Miss Clairol, finished tone is soft, ladylike . . . fresh, natural-looking in *any* light. That's why most hairdressers recommend Miss Clairol—use it *every* time to add *young* color to fading hair . . . and to hide gray. With results so sure, *why wait* to look younger, more attractive? Try Miss Clairol yourself. Today. In wonderful new Creme Formula or Regular.

MISS CLAIROL® HAIR COLOR BATH®

MORE WOMEN USE MISS CLAIROL THAN ANY OTHER HAIR COLORING

©1957 CLAIROL INCORPORATED, STAMFORD, CONN. AVAILABLE ALSO IN CANADA



Copyrighted material

when you refresh with Milk



Milk is refreshment that lasts, the pickup that *keeps* you picked up. Your energy and spirits are renewed and refreshed by milk's natural sugar, minerals and proteins. Enjoy a glass of milk with meals, at bedtime . . . and it's so refreshing at "break time," mid-morning or afternoon. So many pleasant, perfect times to enjoy a glass of milk.

Drink 3 glasses every day!



Milk gives you protein . . . protein needed daily to build sturdy young bodies, and to regenerate adult body tissues.

You never outgrow your need for milk, and its essential proteins, calcium, vitamins.

AMERICAN DAIRY ASSOCIATION • Chicago

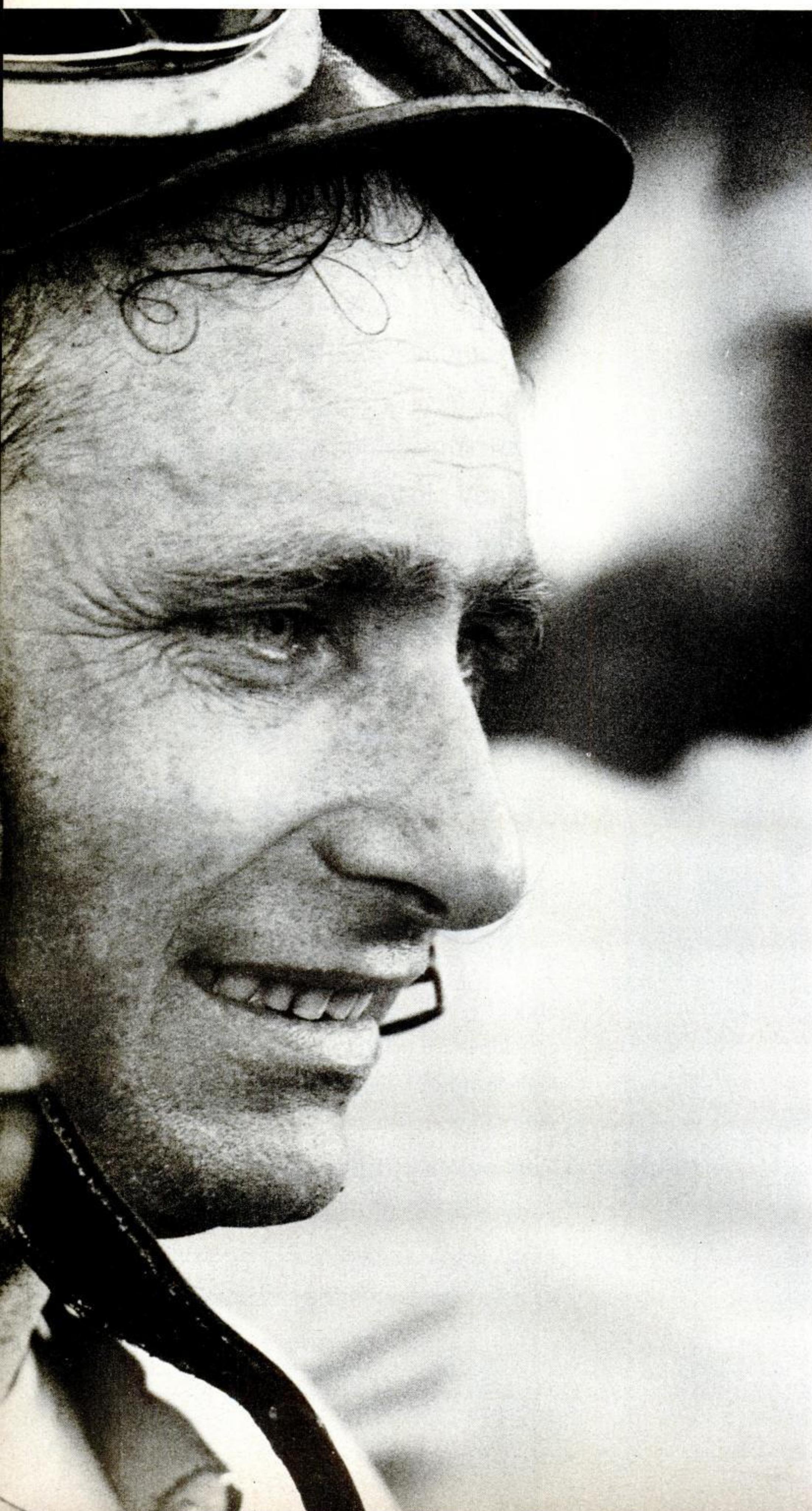


Representing the dairy farmers in your area

See "Disneyland" on ABC-TV

© 1957, AMERICAN DAIRY ASSOCIATION

WARY OLD DAREDEVIL



In a hazardous sport Juan

Of the millions of motorists in the world the one most deserving of canonization by the National Safety Council is a phlegmatic 46-year-old Argentine named Juan Fangio. In this age of high horsepower, super-highways and jet getaway, Fangio drives with restraint and unflagging vigilance. He is neither a road hog nor a lane hopper. He never passes on hills or curves. At stop signs he does not merely shift into second; he comes to a dead stop. At all times his eyes are fixed on the road ahead. He does not glance aside to read Burma Shave signs. He does not even talk to people who are riding in the same car with him since this might cause his attention to wander. In fact, the only thing that distinguishes Juan Fangio from the little old lady who drives along back roads at 10 mph is that he is the world's supreme driver of racing automobiles.

Fangio has participated in 172 perilous races in 23 different countries and won more than half of them, a feat roughly equivalent to a baseball player achieving a .500 lifetime batting average with all of his hits being home runs. In the major races that count toward the world driving championship, Fangio has amassed enough points to win that honor four times in the last six years, something no one else has ever done. This year he is having his most successful season, driving in 10 races and winning seven of them. His biggest test of the year will come next week in Germany's Grand Prix, at Nürburgring, which is considered the most challenging auto race of all and which Fangio has won three times in a row.

Racing fans and amateur hot-rodders, seeing Fangio only as an approaching blur, a quick turn of the head and "Vroom!", think he lives only in a world of raucous engine noises, the smell of burning oil and the constant threat of violence. All over the world his hero worshipers like to envision themselves as Fangio, wearing a space helmet and risking death at every turn. Under the impression that they are acting just like their hero, they terrorize neighborhoods by bouncing off curbstones and taking corners on two screaming wheels.

A tortoise among hares

SUCH a vision would apply accurately to a number of figures in bigtime motor racing. It even fits what Fangio once was, in his younger and wilder days. But now that he is 46 the mere thought of taking an unnecessary chance causes Fangio to shudder. When he races today he goes to the opposite extreme and assumes the conservative characteristics of the tortoise in his fabled race against the hare. He is content to let the hares run on ahead. His chief concern is simply to finish the race and not to fall by the wayside. "Of course," he explains, "one must not lose contact with the others."

Judging from statistics gathered by insurance firms, death by automobile accident

RULES RACING

Fangio at 46 is world's fastest—but least dashing—driver

by MARSHALL SMITH

happens principally to the fairly young and the very old. Having survived his reckless youth, Fangio has emerged into a period of relative immunity. He drives only in races which he considers "safe," and then only in the fastest, strongest and safest cars.

When Fangio puts his Maserati or Ferrari into a corner in a four-wheel drift (*i.e.*, with all wheels skidding), he is as safe as a man sitting in church. If he seems to be paying no attention to the sermon as the wind presses in on him at 100 mph, it is merely a front. Actually his mind and body are intensely alert. His feet do a jig on the brake and clutch. He shifts gears about once every five seconds—about 2,300 times in a normal race. He is constantly checking his position and pit signals. His busy eyes move from gauges to tires to suspicious patches of sand or oil on the road. To drive like this for three hours requires an exceedingly high degree of concentration coupled with vast experience. As one of Fangio's top rivals puts it, "I can concentrate as well as Fangio for one lap. Fangio does it for the whole race."

The ability to concentrate with complete detachment so that he does not exhaust himself is one thing which keeps Fangio alive and healthy. It leaves him free to sense danger before it actually strikes and to avoid it. Time after time he has been saved by this rare sixth sense, never more dramatically than during the recent Grand Prix of Monaco (see pictures at right).

Although proud of his skill, Fangio is not an ostentatious man. He does not rev his engines loudly to let everybody know that Fangio is ready to go. When he takes off his brown racing helmet, he does not look like a racing hero. He looks like the man who runs the peanut concession alongside the track. He is thickset, almost bald, bandy-legged and stone-faced.

Despite his skill and experience he takes every possible precaution before a race. He studies a circuit as though he had never seen it before—and he knows all of them well enough to drive them in his sleep. He often shows up at the scene of a race days ahead of all other drivers and goes over every single bend and turn of the course. On occasion he has even hired a plane to see how the course looks from the air.

His mind is cluttered with a profusion of landmarks which he uses as braking points, places where he applies the brakes as he makes his turns. It may be a pole in Belgium, a bridge at Sebring, a tree in Sicily. At Monza in Italy he became fascinated with a small bush that stood on the left of a long straight. "I used to take my foot off the accelerator before I reached it," he says. "Little by little I realized that I could wait until I reached the bush. That way I gained a piece of track."

Fangio's whole secret is gaining a piece of track here, a fraction of a second there. Says one awed rival, "If the maximum speed on a curve is 95.7 mph, Fangio will take it at 95.2 mph where the rest of us will slow down

to 94—or try it at 96 and go off the road." This remarkable ability to gauge safe speed accurately allows him to dispense with such adolescent madness as fighting hubcap to hubcap. It also enables him to save his car when everyone else is straining his to capacity.

Gentle pressure but no squeezing

CARS should be treated like women, gently," he says. "The first basis of reaching the finish is not to press too hard, not to squeeze all that can be squeezed out of your machine." His gentleness with cars used to amaze mechanics at the Mercedes-Benz company, whose products Fangio drove exclusively for a time under a contract arrangement. When cars were disassembled after a race to let the drivers see their engines and gear boxes, those driven by other men were invariably worn and Fangio's was invariably like new. He knows exactly what a car can do and what is happening inside one every minute, and for good reason. Fangio used to be a mechanic.

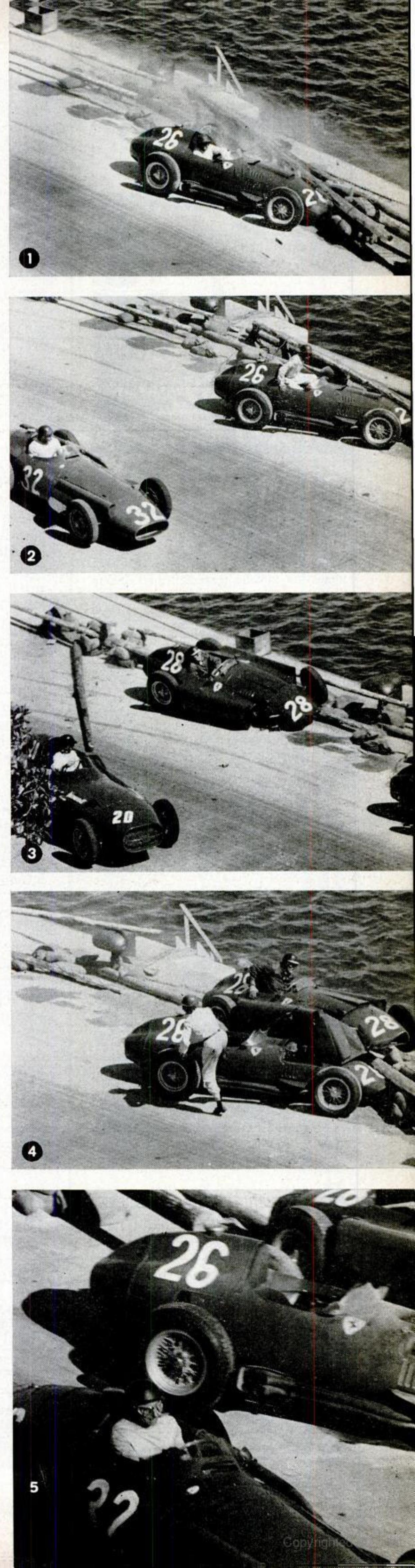
It took more than just skill, temperament and a thorough knowledge of machinery to make Juan Fangio a safe old driver. It took phenomenal luck, especially in his youth when he was as wild and reckless as anybody who ever climbed into a stripped-down hot rod. The son of a plasterer who migrated from Italy to Argentina, he grew up in the breakneck age of Mecánica National, the Argentine race for mechanics who spent their spare time assembling makeshift cars and their weekends careening across the sun-baked Pampas at speeds up to 90 mph.

Every town had its earth track, even little Balcarce in the province of Buenos Aires where Fangio began working in a garage at the age of 11. Mecánica National cars were primitive contraptions of no legitimate heritage. They were assembled piecemeal from whatever was at hand: the engine of a Model T Ford, the rear end of a Chevvy, assorted interchangeable parts from Buicks and Overlands. Driving one was a physical ordeal, for each rut taken at high speed afflicted occupants with something akin to St. Vitus's dance. Besides the driver there was a riding mechanic who served mostly as ballast, leaning precariously out of the car to keep it from tipping over on turns. Fangio began taking his chances as a riding mechanic.

He drove his first race at 23 in a converted taxi. It fell apart halfway through the race

CONTINUED

MASTERFUL DRIVING by Fangio enables him to avoid entanglement in a double crash at Monaco, shown in sequence at right. As Britain's Peter Collins in Car 26 swerves to side of track, he smashes into log barrier (1). Watching closely, Fangio in Car 32 maneuvers past Collins (2). Britain's Mike Hawthorn in Car 28 then loses right front wheel just before piling into Collins (3). Collins and Hawthorn scramble for safety (4). Later, (5) Fangio again threads way past wreckage and goes on to win.



FANGIO CONTINUED

I'VE EYES FOR GUYS
who use
AERO SHAVE!

Save 20¢ a Can!
Get wise! Get rich, creamy push-button AERO SHAVE!
Three beard softeners plus Lanolin! Only 59¢
for 3 months supply.

59¢

AERO SHAVE

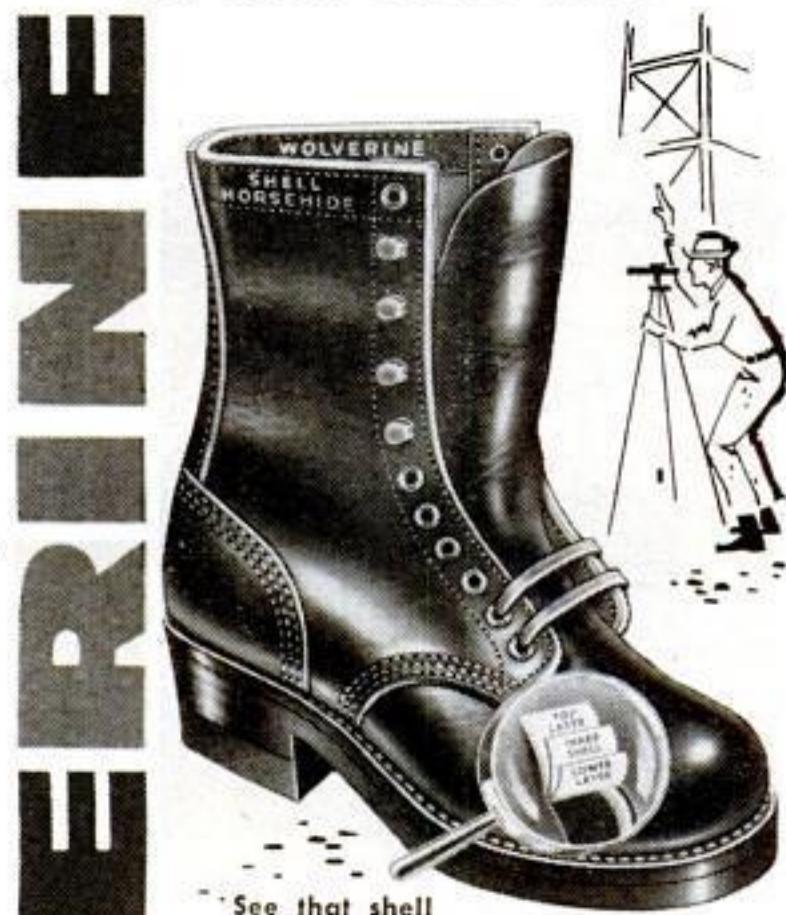
What Do 3 Out of 4 Doctors Recommend to Relieve Pain?

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin Tablets to relieve pain of headache, neuritis and neuralgia. Here's why Anacin gives you better *total* effect in relieving pain than aspirin or any buffered aspirin:

- **ACTS INSTANTLY:** Anacin goes to work *instantly*. Brings fast relief to source of your pain.
- **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not one but a combination of effective, medically proven ingredients.
- **SAFER:** Anacin simply *can not* upset your stomach.
- **LESSENS TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin today! **ANACIN®**

man-styled shoes

for man-sized wear



WOLVERINE
hickory-tough shell horsehide
triple-tanned buckskin soft

Here are boots that really take it on the toughest jobs . . . give miles more wear, months more comfort. America's only 3-ply Shell Horsehide Boots . . . Triple-tanned by a 50 year old process that makes 'em super-soft yet tough as nails.

Logger style boot shown . . . one of 17 different Wolverine Boots for you. At your Wolverine Dealers Now!

WOLVERINE shoes for
dress • work • field • leisure
Rockford, Michigan

after strange noises had erupted from its enormous strapped-down bonnet. Before the year was out Fangio was building a "Model T Ford Special" in his own garage. He drove the car like a madman and it kept breaking down. That car never won a race, nor did the next racing car that Fangio put together, nor the one after that. But this sorry performance was not from want of the driver giving it one better than the old college try.

In 1938 at Tres Arroyos, in the midst of a great drought in Argentina, Fangio got a slow start in his Ford V-8 Special. Undiscouraged, he took off after the pack, ignoring the thick, gravish-brown pall of dust kicked up by the cars ahead. The dust was so thick that it got down his throat and filtered into his goggles, making his eyes burn. He kept the accelerator glued to the floor and when the race was stopped after five laps he was annoyed. It had seemed like a fine race to spirited young Fangio, and he was surprised to hear that five people had died in the dust that day in crack-ups.

It was the first of many grim notes of caution for Fangio, but he moved right on to an even riskier type of racing: stock car races over narrow mule paths in the towering Andes Mountains. In 1940 he finally won his first race, in a Chevrolet coupe. It was the Gran Premio International del Norte, an arduous 5,932-mile grind from Buenos Aires to Lima, Peru and back, and overnight he became a famous man in South America. Once the ice was broken, Fangio and his equally famous Chevy swept practically every long-distance race in Argentina until World War II put an end to automobile racing in 1942.

He went back to Balcarce where he had a General Motors dealership. His mother, always opposed to his racing, felt easier with Fangio working at his mechanic's trade, keeping wartime cars on the road.

But Fangio, who still trained like a prizefighter to keep himself in shape for driving, kept saying to himself, "I must not vegetate." When racing resumed in 1947 it was bigger than ever and Fangio was ready. Dictator Juan Perón had come into power and was resolved to make Buenos Aires a motor racing capital. Europe's big-name drivers—Varzi, Villoresi and Wimille—were brought over to race, and the Argentinian Automobile Club set out to establish its own stable with government financing.

Age had worn off Fangio's rough edge of recklessness. He was now 36 and ready to start all over again. The fancy European racing cars which suddenly appeared in Argentina made his eyes bug out. They were as different from the stock cars he had known as a thoroughbred is from a plow horse. If the clutch on a Grand Prix Maserati or Alfa Romeo was not let out in precisely the right way, the car was likely



CONSOLING A FRIEND, Froilan Gonzales, Fangio mourns the death of their Argentine compatriot, Onofre Marimon in a crash at Nürburgring in 1954.

to stand still with the back wheels spinning and smoking. The simple act of changing gears was more than any Mecánica Nacional driver could expect to achieve without some practice.

These cars were light single-seaters; they had no fenders. On the road they were always "doing things," ducking here or darting there, seldom reacting in the same way twice. The secret was to relax and not fight the car. "You drive a Maserati with your fingertips," Fangio was told. "It isn't

like driving those battleships you're used to." These superlative machines appealed to him both as an experienced driver and as a mechanic. He could not stop fussing with them. He experimented. He studied the top European drivers, especially Achille Varzi with his set-back-from-the-wheel style. He raced one European car, a Simca-Gordini, in 1948 at Rosario against Varzi, Villoresi and Wimille and might have won had he not been overly enthusiastic. He pressed too hard and his car broke down while he was hanging on Wimille's tailpipe. He had learned something and he wanted to learn more.

Meantime Fangio was still driving stock cars in open-road races, and that same year in the Buenos Aires-to-Caracas run he was separated from most of the wildness left in his system—and almost from his life. He went off the road at night in the mountains of Peru, killing his codriver and closest friend. He brooded about it for months. All he could think about was the endless tumble down the mountainside with cushions and equipment flying about him. He decided that he would never race again. But when the automobile club offered him a gleaming new Maserati for a Grand Prix race at Buenos Aires, he was as helpless as a child confronted by a new toy. When President Perón decided to send an Argentine team of cars and drivers to Europe the following year, Fangio was on the team.

The hot-rodder from the Pampas, viewed at first as a quaint upstart, was an immediate success overseas. He performed like an old pro, cautiously and with a feel for machinery developed over countless rugged miles at home. He won at San Remo, at Pau and Perpignan, at Marseilles and Monza. Each victory brought unbounded joy in Argentina, and when Fangio went home after winning six out of 10 races, he got one of the most tumultuous receptions ever accorded a hero in Argentina.

From that point on Juan Fangio drove nothing except hot European cars. His acceptance as a hero by the rest of the world lagged well behind his performance, partly because of his extreme modesty and partly because of his casual, conservative air. But his bank account did not lag. The money rolled in from starting fees, purses and agreements with oil and tire companies. As a pet of Perón he got a



ADJUSTING MIRROR on his Ferrari in preparation for 1956 Grand Prix of Monaco, ex-mechanic Fangio displays characteristic pre-race finickiness.

"CHASE & SANBORN is truly très chic
 If a Flavor Break is what you seek.
 This coffee creation
 Is quite a sensation . . .
 It makes my fashion shows *terrifique!*"



Fashion Show

Whitney Darrow

Next time give yourself a... **FLAVOR BREAK**

A cup of coffee should be a mood . . . a pleasant interlude . . . a perfect companion to meals and in-between moments. And when it's Instant Chase & Sanborn, it's all of these—and more! It's a real *Flavor Break!*

That's because this is the full-bodied coffee. Wonderfully invigorating. Exceptionally satisfying!

Next time, don't settle for just a coffee break. Give yourself a Flavor Break with Instant Chase & Sanborn. From first sip to second cup . . . you've never tasted finer!

MAKES THE KIND OF GOOD COFFEE EVERYONE LOVES

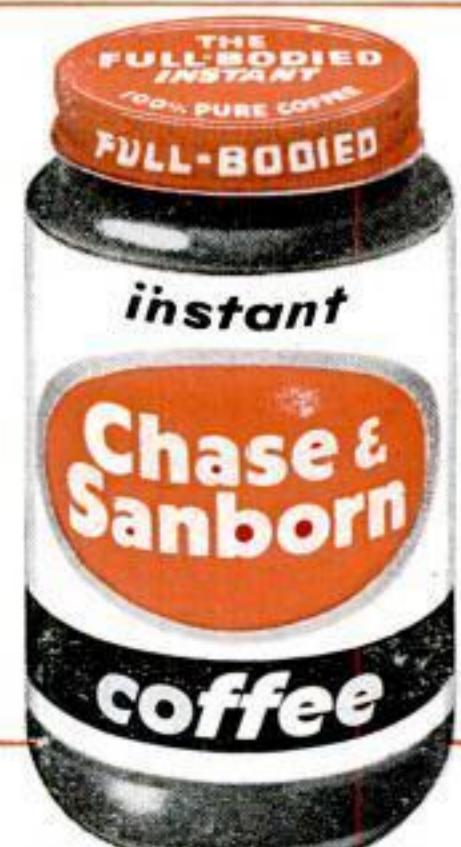


"Even Henry likes it," says Mrs. Henry L. Brown, Great Notch, N. J. "To have this husband of mine O.K. my coffee is a minor miracle. I served him your New Instant Chase & Sanborn and he loved it! It's certainly got flavor to spare."

COPYRIGHT 1957, STANDARD BRANDS INCORPORATED

INSTANT CHASE & SANBORN — the full-bodied coffee

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.



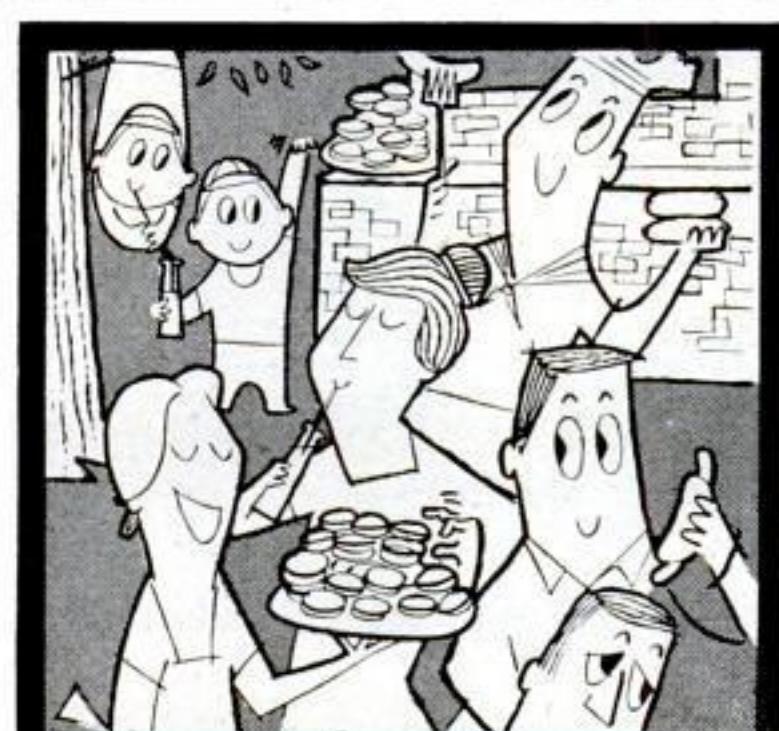
I should do my washing today, too.
But my stomach's so upset...

My goodness, Nancy, take
Pepto-Bismol. Hospital tests prove
it relieves upsets. It's wonderful
for indigestion or nausea.



Pepto-Bismol works where soda, seltzers and "tummy-aids" fail!
For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach and the intestinal tract—where soda and alkalis never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

TAKE HOSPITAL TESTED PEPTO-BISMOL®...AND FEEL GOOD AGAIN!



You're safe with **FIRST NATIONAL CITY BANK TRAVELERS CHECKS**

Wherever you are—whatever your predicament, you're always safe with First National City Bank Travelers Checks. They're the Traveler's Best Friend! You receive a prompt refund if they're lost or stolen. And you can spend them everywhere as readily as cash. In handy denominations. Cost only \$1 per \$100. Good until used. Ask for them at your bank.

FIRST NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The First National City Bank of New York
Member Federal Deposit Insurance Corporation

GUESTS need "6-12" Insect Repellent

Pleasant protection against mosquitoes, chiggers, gnats, sand flies, black flies...and it's odorless. Three types to choose from. Get some today!

- in the handy stick, 59¢
- streamlined bottle, 59¢
- easy-to-use aerosol spray, \$1.39



YOUNG FANGIO drove a rickety hand-built Ford V-8 Special in 1939. His mechanic had to lean far out on sharp curves to keep car from tipping over.

FANGIO CONTINUED

profitable reward for winning races: special permits to import cars. Each permit represented a profit in car-hungry Argentina of from \$6,000 to \$8,000 and when a dollar found its way into Fangio's pocket, it usually stuck there.

His wealth, estimated today at more than a million dollars, contributed to his caution. "Money is money," says Fangio, and he wanted to live to spend it. But he spent it frugally. On the European circuit he never insisted on picking up a check if somebody else would do it. His needs were simple. His drinking consisted of a glass of wine with meals and he seldom smoked more than two cigarettes a day.

Although a remarkable tango dancer, he avoided the "eat drink and be merry for tomorrow we die" conviviality of some other drivers. Fangio was too old for this kind of foolishness. He no longer had visions of going down in flames with a scarf streaking from his neck. "Besides," said Fangio of his colleagues, "all they want to talk about is racing."

In Milan he always stayed at the Columbia, a less than luxurious hotel. He had stayed there when he was short on money and still unknown in Europe, and the hotelkeeper and the servants were his friends. He always patronized one gasoline station because the proprietor was a friend. He became a creature of habit who liked to lie in bed mornings and let Andreina, his plump, pretty wife, fix him his cup of maté before he rose. He normally slept 10 to 12 hours a day, but after a race he went sleepless for two nights. "The engines keep roaring in my ears," he explained.

Andreina's conjugal clucking

WITH the complete detachment of a man who had eliminated every unnecessary care from his life, Fangio submitted to Andreina's clucking. She took him on his morning walk before a race, cleaned the five pairs of goggles that he carried as an added safety measure, and always strapped on his safety belt. On occasions when he lost and Andreina impulsively charged other drivers with sabotage, the great man stood off from it all, completely detached and more than slightly amused. It was difficult not to like Fangio.

By 1951, the year he won his first world championship, Fangio had become a factory driver for the Alfa Romeo auto manufacturing company. Driving the latest factory-owned models, cared for by the factory mechanics as part of a factory team, made driving safer and winning surer.

In 1952 he learned not to drive when exhausted. After racing in Ireland, he had taken a plane for Italy to keep an engagement in the Gran Premio dell'Autodromo at Monza. When the plane was grounded at Paris because of bad weather, he borrowed a car from a friend and drove all night, arriving at the course one hour before the race. He crashed on the third lap and was taken to the hospital with a broken neck.

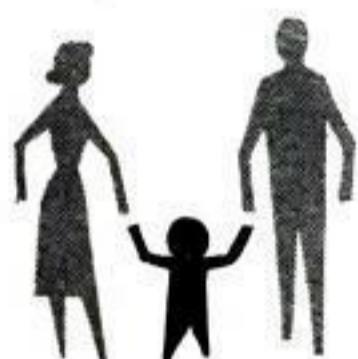
After that Fangio never raced unless his mind and muscles were sharp and alert.

Fangio also learned never to be caught in a slow automobile because it meant taking extra chances and keeping the car under constant strain. Since he was in a position to pick and choose, he switched year by year to Ferrari or Maserati (his current employer) or whichever leading company made him the best offer. When Mercedes-Benz unveiled its streamlined wonder car in 1954 and

IMPORTANT SKIN DISCOVERY FROM JOHNSON & JOHNSON

THE FIRST TRULY EFFECTIVE MEDICATED POWDER

FOR BABY... AND ALL THE FAMILY



Only powder that clears up and prevents even "problem" diaper rash

New, exclusive formula stops not only ordinary diaper rash caused by wet-diaper friction—but sore, difficult *ammonia dermatitis*.

Completely clears up rashes, chafing, urine scald—prevents their return. Ends ammonia diaper odor.



Stops more kinds of skin irritations than any other medicated powder

The formula has two special antiseptics...relieves the most *stubborn* irritations as well as simple heat rash, itches, insect bites.

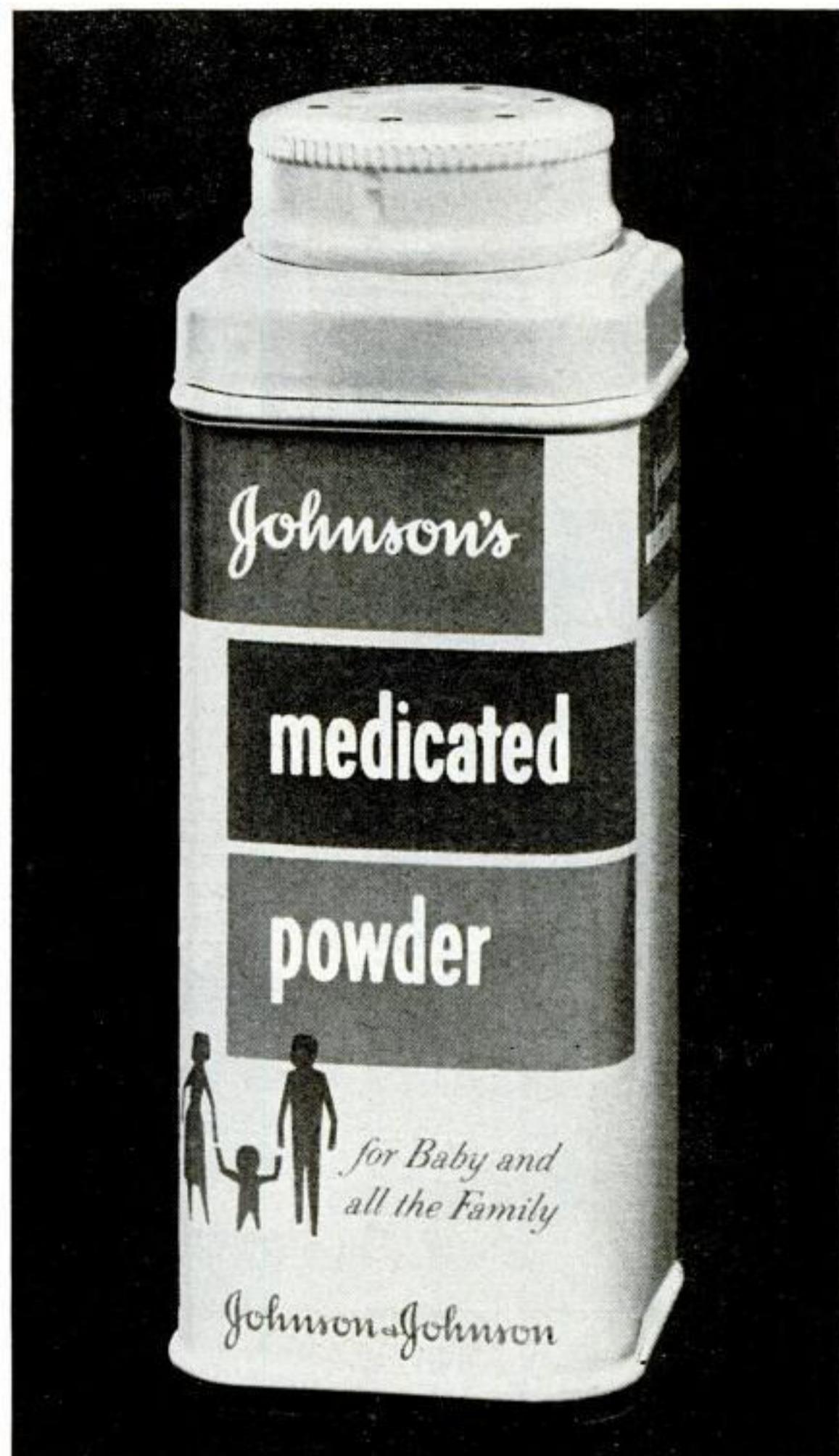
And you can use it with confidence. It's been *hospital-proved safe* for the most sensitive skin.



Exclusive absorbent action keeps skin cool, dry—in hottest weather

The moment you smooth on Johnson's Medicated Powder, you feel more comfortable. Its thirsty absorbing agents dry up moisture *fast*.

And it's silky-soft, never gritty. Clings gently, smells fresh and clean. Try it for girdle chafe...on feet and underarms, too.



4 ounces, 49¢

NEW **Johnson's Medicated Powder**

HEAT FRAZZLED?

You may need the SUMMER NERVE NUTRITION you get from RYBUTOL's high-potency vitamin and mineral formula

Are hot, restless nights making your nerves "scream"? Are lack of appetite and that worn-out-with-summer feeling keeping you on edge? You may simply need the *nerve nutrition* provided by RYBUTOL—the high-potency Vitamin B₁ and B₂ formula containing 11 important vitamins and 9 minerals in every Gelucap.

Nutritionists now believe a critical shortage of certain B-complex vitamins, particularly Vitamin B₁, can result in poor *nerve nutrition*.

One daily Gelucap of RYBUTOL gives you 15 times the minimum daily requirement of Vitamin B₁ and 3 times the re-



quirement of B₂—enough not only to maintain daily needs but to help correct definite deficiencies. And look what else this *multiple* vitamin and mineral formula gives you: 100% of your minimum daily requirement of Vitamin C and iodine plus iron and B₁₂.

Relax and enjoy summer! Don't let jumpy nerves from vitamin lack spoil your fun. Take high-potency Vitamin B₁ and B₂ RYBUTOL—you're guaranteed to feel better in 7 days or money back.

Rybitol
Bottle of 250
REG. \$13.50 NOW \$9.95
Limited Time Only
VITAMIN CORPORATION OF AMERICA

SPECIAL SUMMER OFFER
SAVE \$3.55

back to school

IN Wigwam Socks

FOR EVERY SPORT AND EVERYDAY WEAR, TOO!

They're soft, comfortable, practical... they hold their shape... wear well, too! Many styles and weights to choose from... at leading sporting goods and department stores.

WIGWAM MILLS, INC., Sheboygan, Wisconsin
In Canada: Hanson Mills Ltd., Hull, Quebec

Wigwam Socks

AMAZING NEW PRES-IT-ON® Fly Killer

Modern new way to kill flies 'round-the-clock
NO MESSY DUST
NO SMELLY SPRAY
NO STICKY PAPER

Enough to Kill Thousands of Flies

Pres-It-On® Fly Killer is death to flies. They feed on it, drop dead in minutes. A coated tape which self-sticks to any surface, out of sight. Use around windows, doors, wherever flies gather. Lasts a full season. Saves time, mess and money. Now at better stores everywhere.

INSECTOTAPE DIVISION of Associated Tape & Label Co., Omaha, Nebraska

...for the best stitch in sewing!
VISETTI SEWING MACHINES
All prices... all models, including Commodore, Stratford, Maxwell! Write for free folder.
Continental Sales & Sewing Machine Co., 74 Throop Avenue, Brooklyn 6, N. Y.

Make \$50, \$75, \$100 Extra Money
Start a GREETING CARD & GIFT SHOP at home

Show friends New Ideas in Christmas, All Occasion greeting card assortments, gift wrappings, gift ribbons, home and gift items. It's easy—it's fun! Profits to \$1.00 per box. Bonus. Write today for Free Planning Outline, Free Catalog, Selling Guide, all details and Sensational Free Offer. Act Now!

NEW ENGLAND ART PUBLISHERS
North Abington E-842, Mass.

QUICK RELIEF
TUMS 10¢
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA



A NATIONAL HERO in Argentina, beaming Fangio receives a gold cup from Dictator Perón after winning 1955 Argentinian Grand Prix at Buenos Aires.

FANGIO CONTINUED

set out to dominate motor racing, Fangio was naturally its No. 1 factory driver. He received more money than had ever been paid a driver because Mercedes felt he was worth every cent. "Fangio is best because he is a cool driver," stated Alfred Neubauer, the Mercedes team manager. "The hotspur does not possess the best character for racing."

It was in a Mercedes the following year that Fangio put on a brilliant personal demonstration of toughness and stamina. The heat was almost intolerable that day at Argentina's Rio de la Plata. It shimmered up in waves off the asphalt course at 131°, distorting the drivers' vision. It caused the great Alberto Ascari to crash. Froilan Gonzales was overcome by heat and had to be spelled by two other drivers. Britain's Stirling Moss suffered exhaustion and Eugenio Castellotti, the young Italian, stopped his car just in time to faint. One car changed drivers eight times, but Fangio stayed with his all the way.

The car's structural tubing became so hot that it seared Fangio's right leg, inflicting second-degree burns. Each time he took a curve his leg would touch the burning metal. He thought he would faint, but he could not afford to stop.

When it was all over after three hours, Fangio stumbled from the car, failed to recognize his wife who was standing there and mumbled, "I want a bath." His mementos from the race were scars that still mark his right leg and an extra bonus of \$5,500 from the Mercedes company.

The behavior of a champion

UNDER Fangio's calm exterior was a ferocity which would not let him quit once he had put his mind to an assignment. There was also an unusual courtesy and thoughtfulness. One year in Ireland, seeing a young German nervously waiting to drive in his first race, Fangio walked over and uttered a few words of encouragement. "He was the only one who even looked at me," said the youngster in amazement. In Sweden last year he helped a young driver behind him by signaling with his fingers what gears to use on various curves. At Sebring, Fla. he became positively courtly when an American driver, David Ash, pulled over to let Fangio stay on his established line. After that Fangio waved or bowed every time he went by Ash, once while adjusting his goggles in the middle of a high-speed drift. "I would no more take my hand off the wheel at a time like that than I would jump off the Brooklyn Bridge," said the astounded Ash.

Although Fangio has outgrown his reckless youth and established an almost foolproof system of safety checks, he reverted last year at Monte Carlo to a rash moment of second childhood. After a poor start he lost his temper. Oldtimers could not believe their eyes when Fangio bounced off a fence on one side of the road and into a bale of straw on the other. He ricocheted off curbstones and clipped telegraph poles with his hubcaps. He failed by six seconds to catch Stirling Moss, the winner, after being a full three minutes behind at the beginning of his wild ride.

"When I finished, the car was junk," Fangio later admitted shamefacedly.

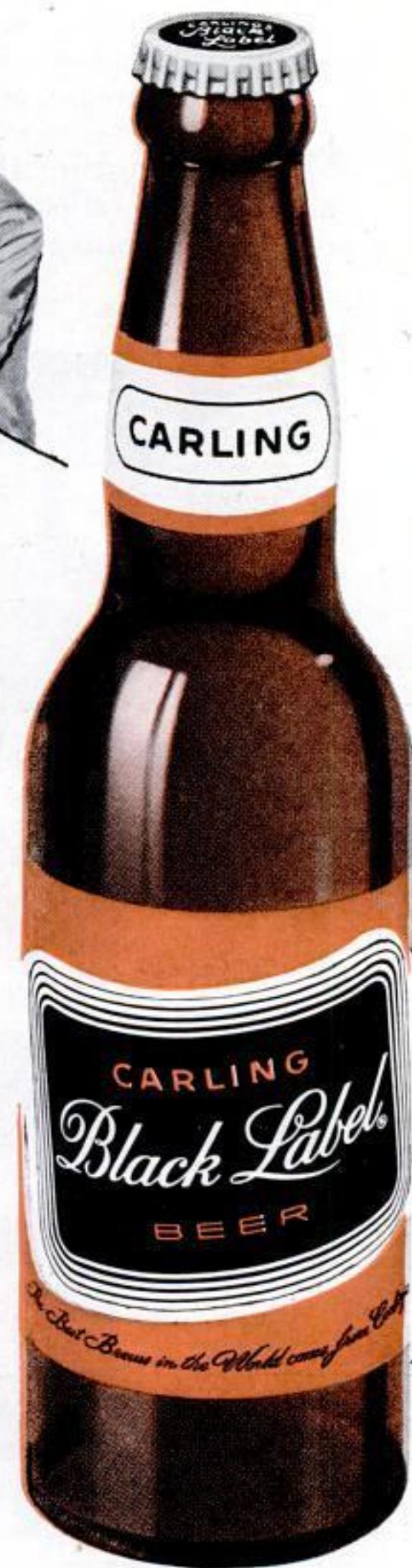
He had been lucky. If he had ever lost his head again he could easily have upset the actuarial table. But after that lapse he

There goes that call again... that friendly, cheerful call again

Hey Mabel...

Black Label

CARLING BLACK LABEL BEER



*The premium beer
at the popular price!*

Pleasing to the taste... and
pleasing to the purse — that's
why so many folks have
switched to Carling Black Label
Beer. Next time you
buy, give Black Label a try.

CARLING BREWING COMPANY
Cleveland, O., Belleville, Ill.,
Frankenmuth, Mich., Natick, Mass.



Get after Athlete's Foot **FAST!**

BEFORE THIS—



Raw, red cracks between the toes are one of the first signs of Athlete's Foot. At this early stage, Athlete's Foot is easy to treat—if you act immediately!

Kills 100% of Athlete's Foot fungi in less than 5 minutes!

Famous laboratory cultivates millions of Athlete's Foot fungi of every known type in test tubes and reports every single one killed by Absorbine Jr.!

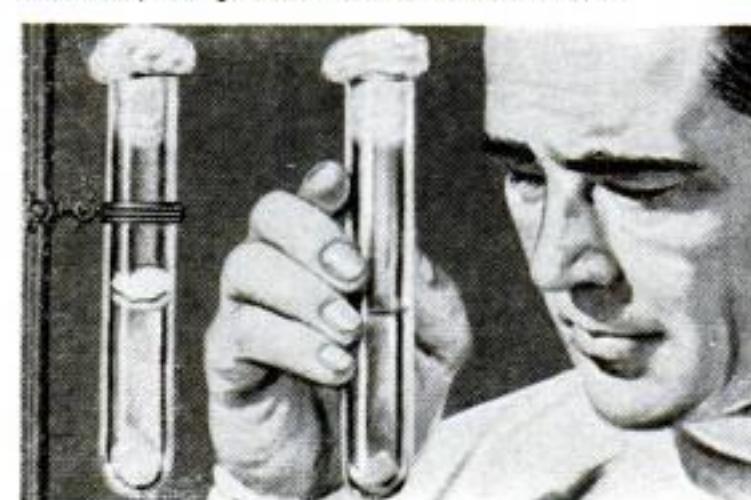
That stinging sensation you feel as you apply Absorbine Jr. tells you it is busy in those cracks where Athlete's Foot germs lurk, killing all the fungi it reaches. For in carefully controlled clinical tests on patients, Absorbine Jr. brought successful relief to the great majority of sufferers. Get Absorbine Jr. wherever drugs are sold. W. F. Young, Inc., Springfield, Mass.

QUICK RELIEF
TUMS 10¢
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA

BECOMES THIS!



Left untreated, Athlete's Foot organisms burrow beneath the skin—may even get into your bloodstream. Cases, like the above, may need a doctor's care.



Athlete's Foot germs killed fast!
Absorbine Jr. totally destroyed Athlete's Foot germs in test tube cultures in less than 5 minutes!

Absorbine Jr.

AMERICA'S NO. 1
ATHLETE'S FOOT RELIEF



CREIGHTON
MILITARY
Shirts and Trousers
New Haven, Conn.

ROTO-ROOTER
SEWER SERVICE
for Any Drainage Failure!

SENSATIONAL NEWS FOR DOG LOVERS!



SEE FLEAS DROP OFF WITHIN MINUTES!

Now, at last—you can get a powder that *really stops* "hot weather" scratching, soothes painfully itching skin, and deodorizes—all in minutes. You actually *see* the fleas drop off.

Sergeant's (new formula) Scratch Powder gives quick relief to pets that often scratch themselves raw in hot, muggy weather. It quickly kills fleas

and lice, stops the fiery itching of summer eczema.

No other powder works as well—and yet, it costs *much less*—only 49¢ and 79¢.

Ask for Sergeant's by name at any drug or pet counter. Don't accept substitutes—there's only one Sergeant's. While there, get your *free* copy of Sergeant's Dog Book. Or write



Got a cat? Use Sergeant's quick-acting Cat Flea Powder—only 49¢ Most Sergeant's products are available in Canada.

Sergeant's®

Richmond 20, Virginia

the most esteemed name in pet care products

FANGIO CONTINUED

became the old safety-first pro again, and this year he is playing it cozier than ever. He refused to race in the Mille Miglia in Italy last May, saying, "No man with a conscience should drive in it." When his friend, the Marquis de Portago, killed himself, his co-driver and 15 spectators in this race, Fangio sorrowfully visited the scene of the accident. "Three hundred kilometers an hour," he kept saying, shaking his head. "And those poor children . . . was there insurance?" Last June he led a walkout of Europe's foremost drivers who were scheduled to meet the top American drivers in a race over Monza's steeply banked circuit. "Too dangerous," Fangio said.

Having committed in his youth all the sins of wantonness at the wheel, Fangio now has a convert's zealous horror of the average motorist's routine driving errors. "They talk, they look right and left, they enjoy the scenery," he says. "It is no longer a pleasure to be a driver. It is a sacrifice." When he goes for a drive in his own baby blue Mercedes, his sharp blue eyes spot possible traffic congestion a mile ahead. He also searches in the narrow range of a half mile ahead for traffic on roads leading onto the one he is traveling.

Fangio's attention never wanders when he is in a car, even when he is not driving. On a recent ride as a passenger from Milan to Modena he spotted traffic lights before anybody else. He trod an imaginary brake when the driver came too close to the car ahead and called out, "Attention! Attention!" when he threatened to pass on a hill. He studied drivers in other cars and when one pulled out suddenly to pass, Fangio said, "Men with thick glasses always do that. They never look behind them."

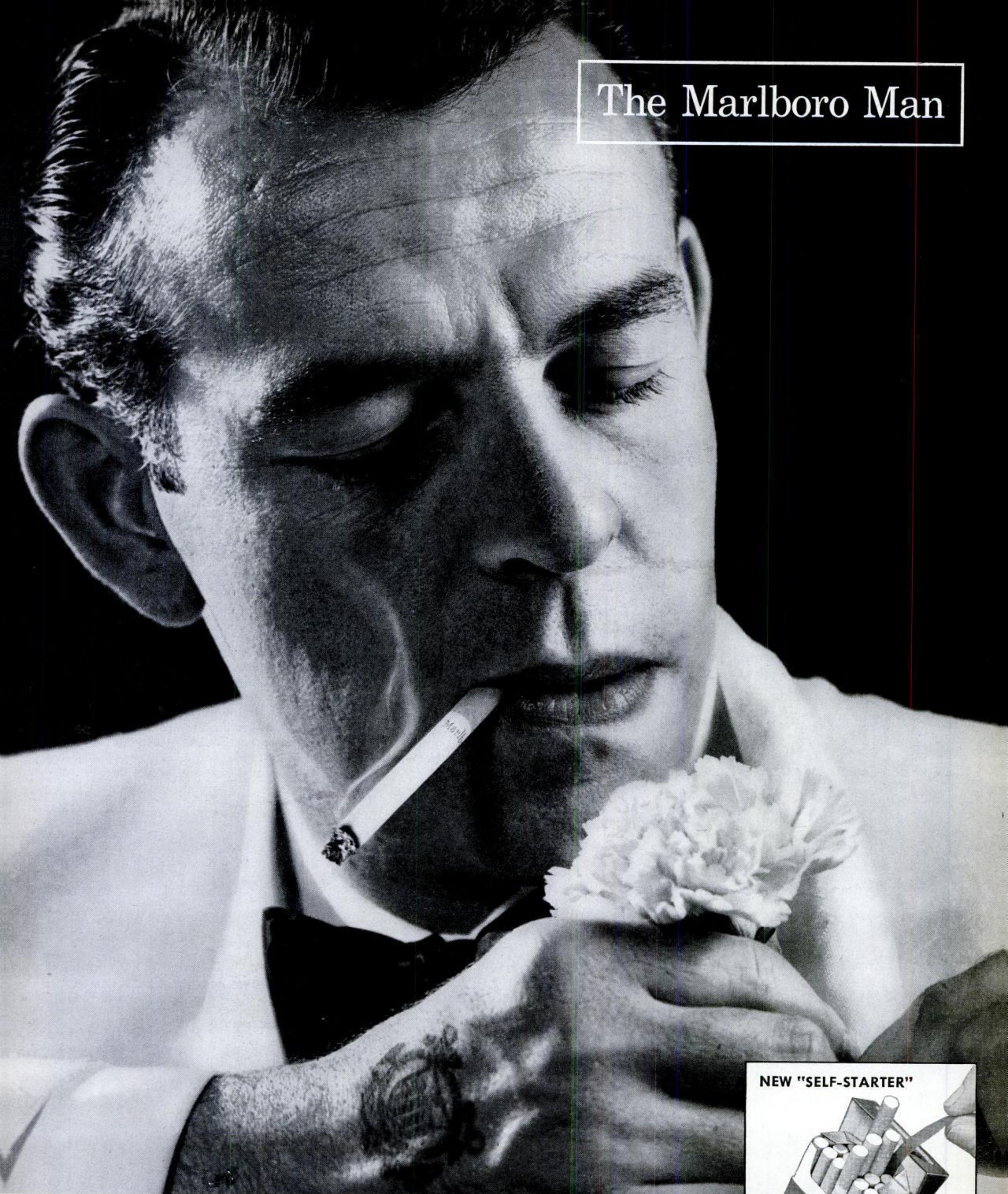
After the trip was over Fangio explained that he never drives it that way, "When I am alone, I go from Milan to Modena after midnight when there are no trucks on the road and the bicyclists and motorcyclists have gone to bed. When I come back to Milan I leave in the morning so the sun is at my back and not in my face." He feels that drivers in the U.S. are better on the whole than those anywhere else in the world, but when he visits New York he does not trust himself behind the wheel of a car. He leaves that to cab drivers, saying, "They are specialists at their kind of driving. I would rather have them perform."

What frightens the world's safest driver more than anything else is encountering that special breed of maniac motorist who can be found almost anywhere in the world, careening around corners and bouncing off curbstones. He is afraid of meeting one of those drivers who thinks that he is driving like Juan Fangio.



A WIFE'S CARESS from Andreina greets Fangio after his record-breaking victory in the exhausting Grand Prix race of France at Rouen last month.

The Marlboro Man

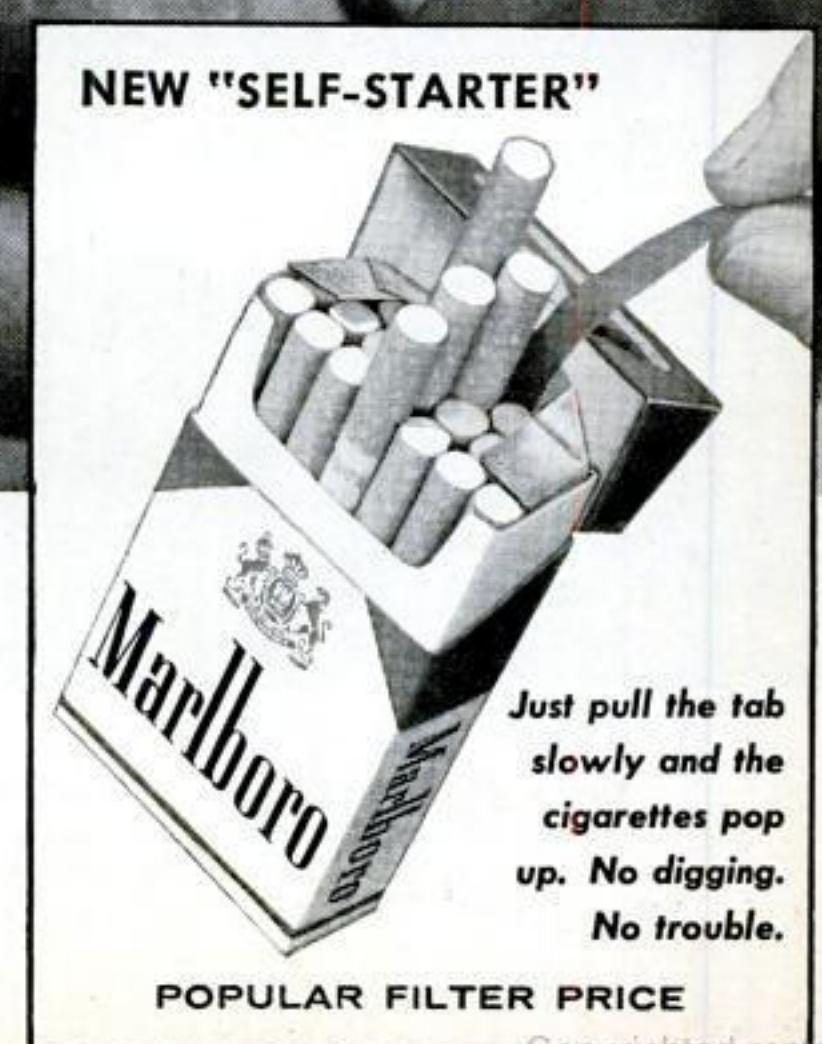


A lot of man . . . a lot of cigarette

"He gets a lot to like—filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

(MADE IN RICHMOND, VIRGINIA, FROM A PRIZED RECIPE)



Copyrighted material

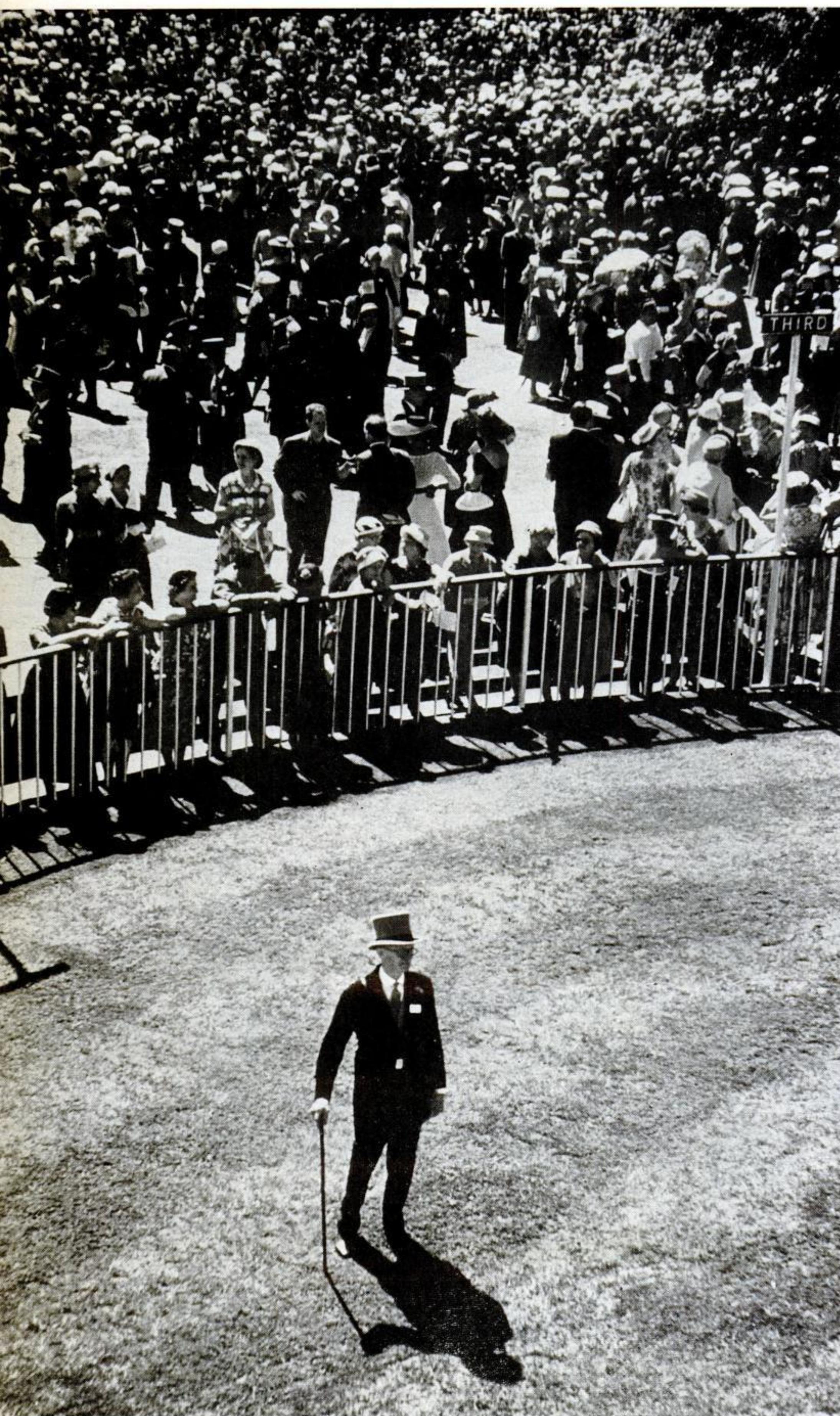
LONDON'S GAYEST SEASON

An elegant old society
shows off its grandeur

For a dozen generations, in and out of wars and austerity, the traditional elegance of British society has been concentrated in a unique institution known as the London season. The season, roughly embracing the months of May, June and July, is the time of debutantes: first their formal presentation at court, then the brilliant whirl of their coming-out parties.

But the season is even more than this, for it encompasses a series of splendid social functions possible only in England. These gorgeous affairs are climaxed by the queen's garden party at Buckingham Palace and by the Royal Ascot race meeting (*left*), where it is a social must for everybody who is anybody to be bidden to the royal enclosure—or even to that social holy of holies, the queen's lawn. Other hallowed events include the royal regatta at Henley on the Thames and the Eton-Harrow match at Lord's Cricket Ground.

This year the season has been even more brilliant—and more costly—than any within recent memory. Well over 100 young ladies, like the Duke of Bedford's stepdaughter, who is shown below dancing at her own lavish ball, are being launched at debut parties costing an average of \$4,000 each. In these times of inflation and ruinous taxes such openhanded spending is an expensive privilege reserved for Britain's wealthiest few, and even they must make hard sacrifices to preserve the tradition. On these pages LIFE readers are taken on an intimate tour of this rich and various pageant, a magnificent relic of old-world society.



THE MARKS OF ELEGANCE, a top hat, cane and morning clothes, adorn a British socialite who stands in lonely splendor in the queen's enclosure

at the Ascot race meeting. Some less favored but equally well dressed aristocracy throngs the less exclusive ground on the wrong side of the fence.



DAUGHTER OF A DUCHESS, Lorna Lyle, 18, dances with Hon. Charles Evelyn Cecil at her debut ball given by her stepfather, the Duke of Bedford.



DOWN A FAMOUS STAIRCASE, designed for the Duke of Bedford in 1787, ladies descend to the dancing from cloakrooms above. On stairs, they are (*from top*) Miss Patricia Huth in blue and white, Miss Margaret Scott in a black gown,

Hon. Katherine Palmer in red, Hon. Elizabeth Veronica Rose Brocket in strapless lace, her mother Lady Brocket. They pass under portraits including 17th Century rendering of mounted Spanish nobleman from the school of Rubens.

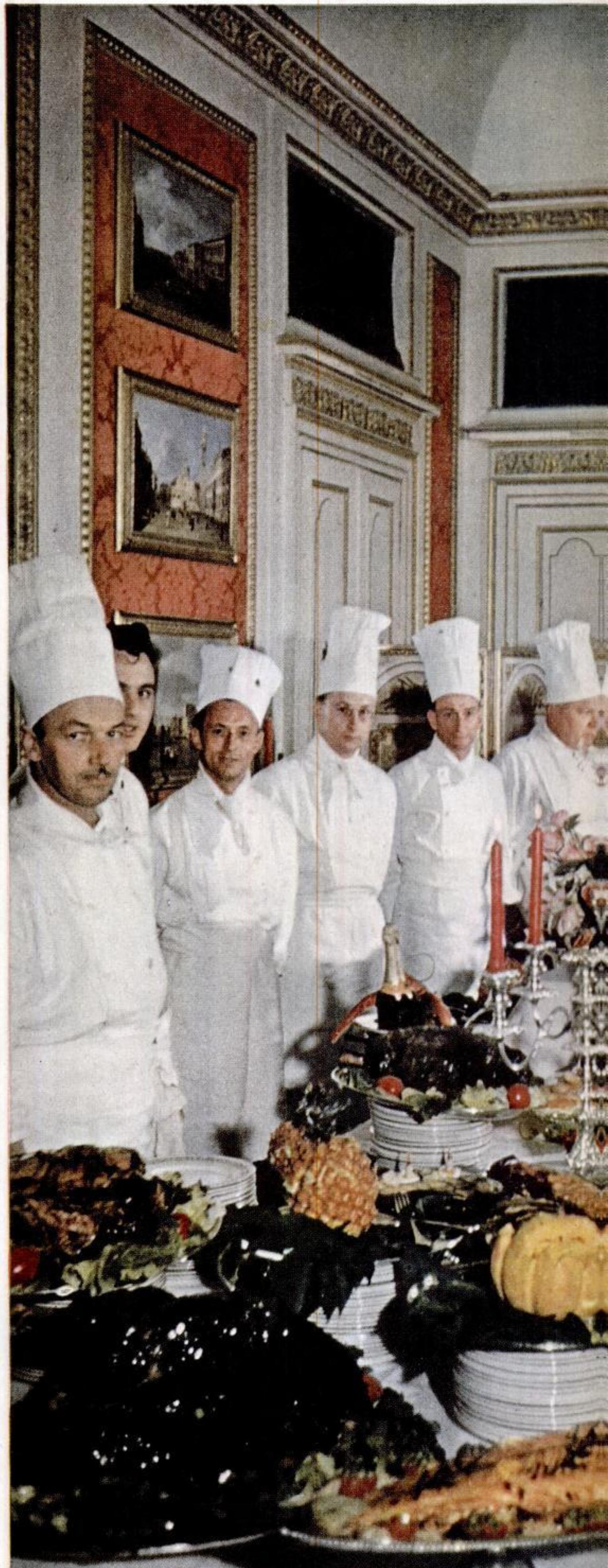
CONTINUED

Copyrighted material

LONDON SEASON CONTINUED



RECEIVING LINE in Duke of Bedford's Woburn Abbey formally welcomes newly arrived guests. Officiating at the double debut party are the two hostesses, Duchess of Bedford (white dress, center) and her sister, Countess Cadogan (right).



← GLAMOROUS GUEST, swathed in a billowing white gown and chatting with British Tim Thornton, flew from Copenhagen especially for the ball. She is Mrs. Nina Wessel, the wife of the Duchess of Bedford's Danish half brother Hugo.



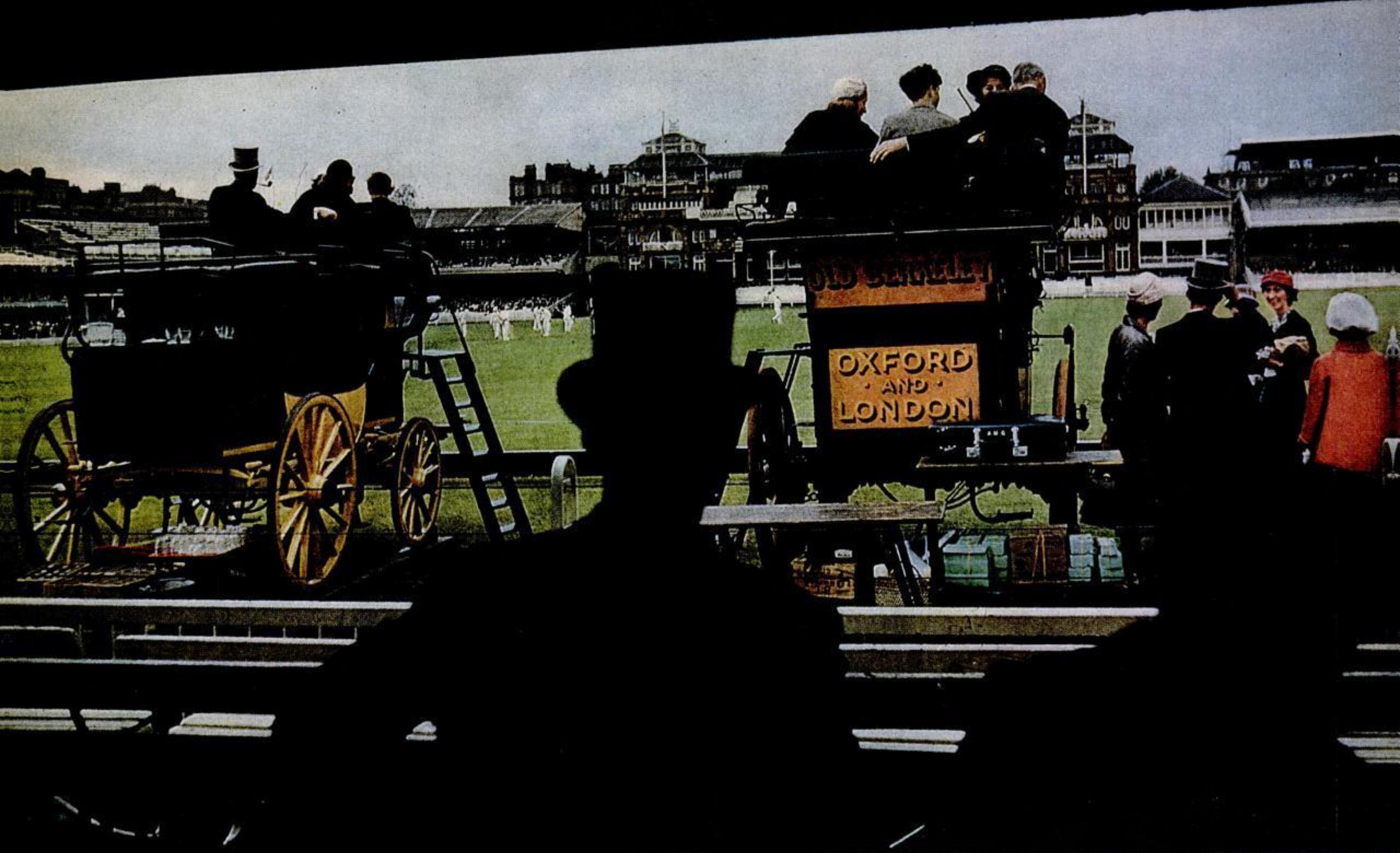
BOUNTEOUS BUFFET was served by a staff of chefs in Duke of Bedford's private dining room and included turkey, lobster, ham, salmon, fresh fruit.



SEASON'S SENSATION, a hunting and dress-making enthusiast Julia Williamson (see cover), goes to Henley regatta with debutante Victoria Akyroyd.

WITH HER BEAU (below), David Walter of the Scots Guards, debutante Julia sups at Bedford party under 16th Century portrait of Queen Elizabeth I.



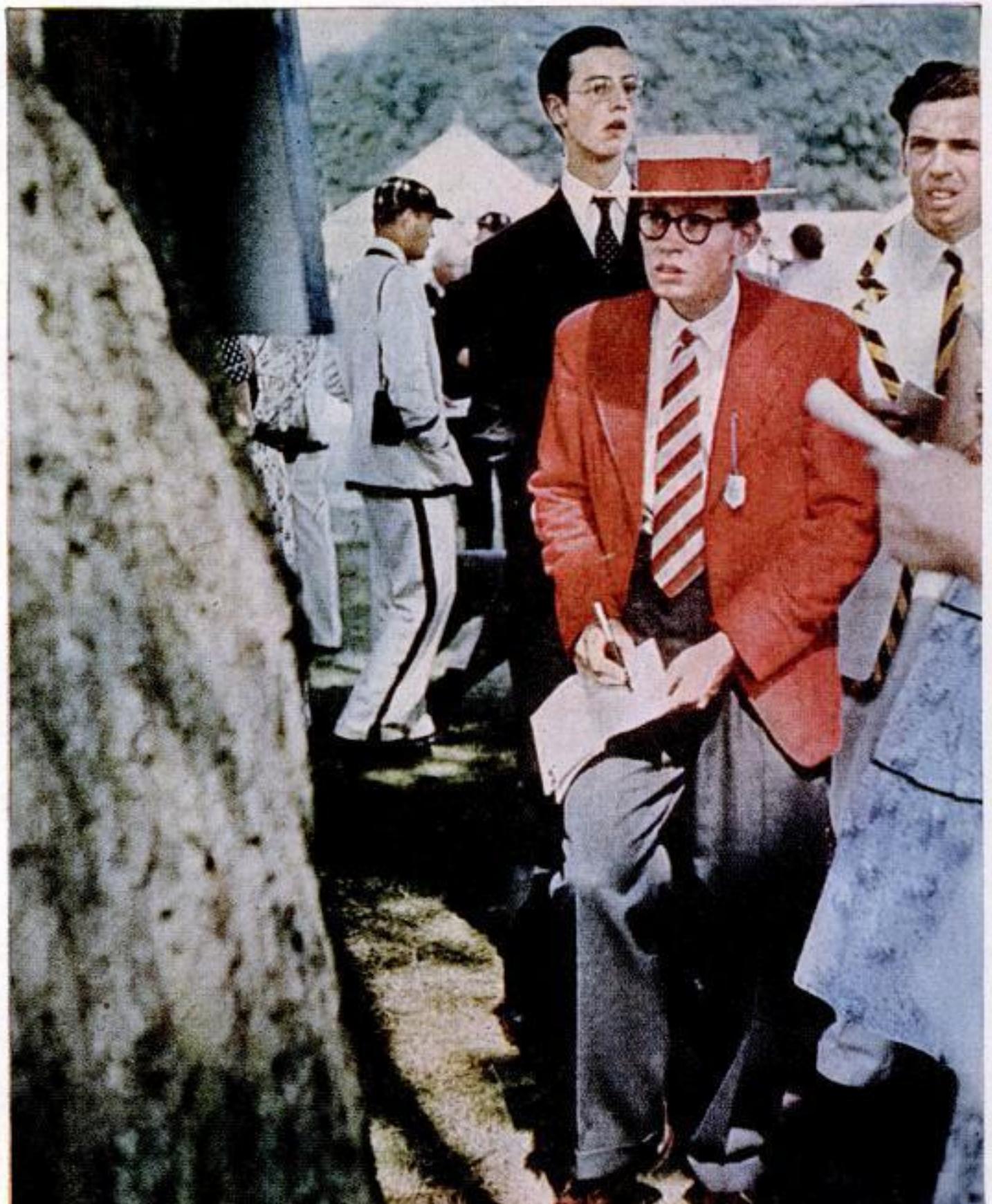


CRICKET AT LORD'S brings traditional elegance to a top social sporting event of the season, the annual two-day match between Eton and Harrow. Male guests at Lord's Cricket Ground, which was first opened in 1814, come in top hats

and morning dress. A few early applicants get permission to bring old-fashioned coaches, which were favorite type of grandstand in Victorian days. Towed in by tractors, coaches furnish both vantage point and bars for refreshment.



FLOWERS AT MARLBOROUGH HOUSE are sold by Henrietta Tiarks, banker's daughter who has been called "deb of the year" by some London papers. Given at Marlborough by queen's permission, show is important charity function.



REGATTA AT HENLEY, where English oarsmen have raced since 1829, is younger set's favorite athletic event of season. Here Roger Hugh Crispin Symon of Saint John's College, Cambridge, in blazer and boater, copies race results.



SCOTTISH SOCIALITES, headed by Lord and Lady Dudley Gordon, descend staircase of London's Grosvenor House to dance at Royal Caledonian Ball.

THE DEBUTS ARE WONDERFUL BUT WEARING

For English debutantes the round of parties, sporting events and charity flower shows is a grueling but unforgettable three-month grind. There is nothing haphazard about the organization of their time: their mothers met over luncheon and tea months ahead and planned everything. (Asked if she were going to Henley, one debutante consulted her schedule and said, "I suppose so. What is it?")

Four and five nights a week there are impressive but exhausting balls like the one at ancient Rockingham Castle (right, center). There the 450 guests of Sir Michael Culme-Seymour arrived about 11 o'clock, consumed champagne (which the debutantes call "poo") and danced until dawn. The round of balls is so tiring that many girls set aside a week for rest just before their own debuts.

The languid look of the socially proper English blade is another hallmark of the season, and some debutantes do complain about seeing these same young men night after night. But the girls insist being a debutante is the greatest fun in the world.

The season is much less fun for the hard-pressed parents, mothers who worry about invitations to events such as the queen's garden parties (pp. 98, 99) and fathers who must pay the bills. "I don't know why we try to do the season any more," sighed Mrs. David Lyett Green, mother of Julia Williamson. "Most of us can hardly pay our taxes. But it was done for me and it was a wonderful experience."



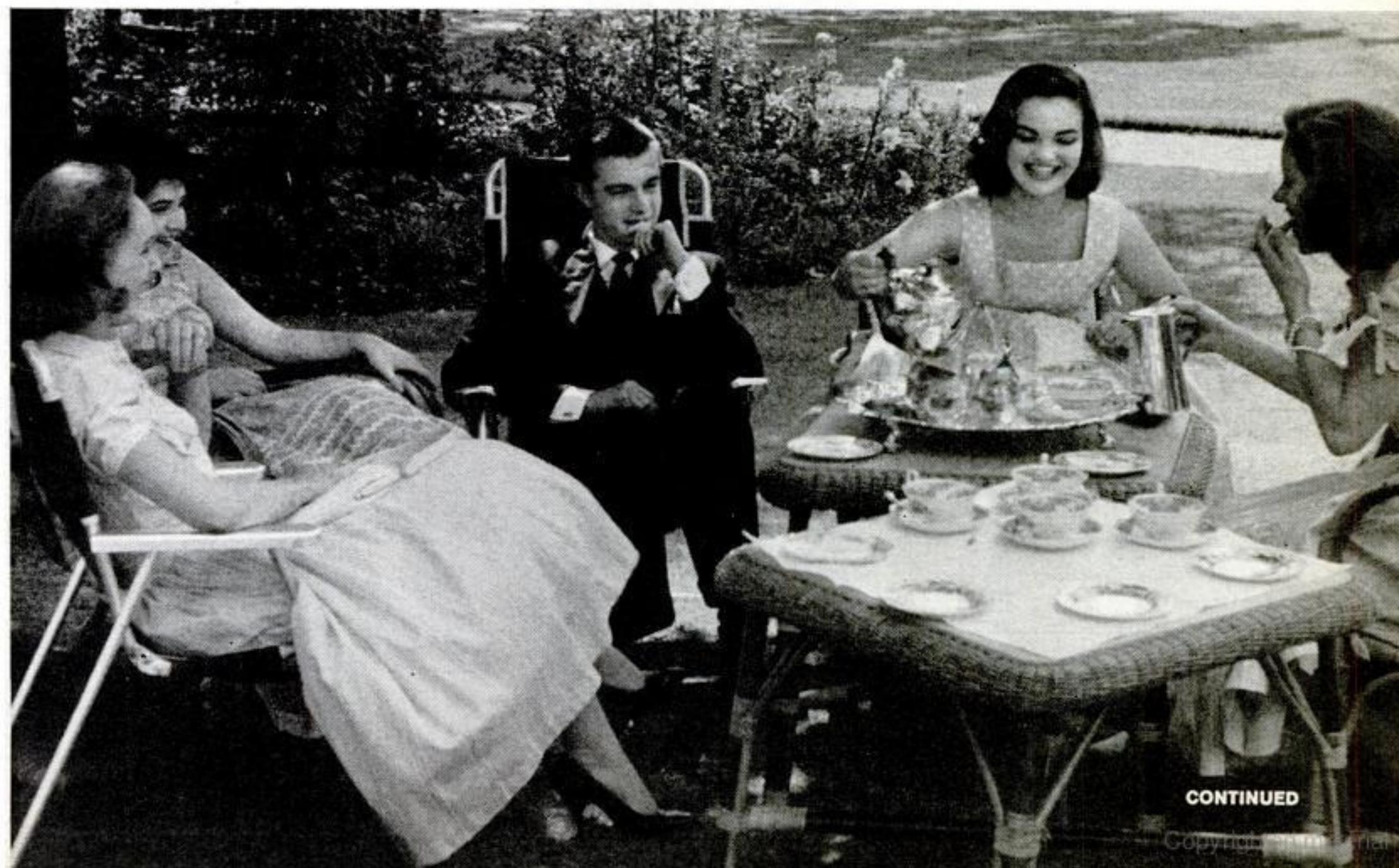
WHITE-GOWNED DEBUTANTES cluster around giant cake at Queen Charlotte's Ball, an annual benefit party for a London hospital which was

named after the dull but party-loving wife of King George III. Lady Churchill, who has a debutante granddaughter this year, was present to cut cake.



UNDER STAG HEADS in hall of Northamptonshire's Rockingham Castle (above), guests relax at ball for daughter of Lady Faith Culme-Seymour.

TINY TEA PARTY, given in London by Henrietta Tiarks for the Marquess of Tavistock and friends, is a refreshing relief from the whirl of great balls.



LONDON SEASON

CONTINUED



SEASON'S CLIMAX is fete on crowded lawn of Buckingham Palace as dressed-up thousands form serpentine lines to greet the royal family at one of two great garden parties given every summer by the queen. Chatting with a happy few of their 8,000 guests before going into fenced-off enclosures at top of picture are Queen Elizabeth (1), Queen Mother (2), Princess Margaret (3) and Prince Philip (4). Guests at party, easily the biggest of social season, are invited by Lord Chamberlain on behalf of queen. They spend two hours sipping tea and strolling through pretty little wooded park beyond lake.





BRIGHT BIRD FILLS THE BILL

An ordinary bird would be content to nibble on birdseed or other tasteless morsels, but this is no ordinary bird. He is Captain Hook, a beautiful, blue-fronted Amazon parrot, named after the villainous pirate in *Peter Pan*. The Captain belongs to Charles Godsall, a London bachelor who bought him as a companion. At first Hook was as intractable as his namesake, biting the hand that tried to

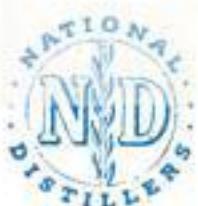
feed him. But as he got used to his new surroundings, the bird's manners improved. He learned to hold a stick and peck honey from the end. Then his master gave him a spoon. The captain held it upside down at first, but after experimenting awhile he learned to hold it properly. Now he nibbles from the spoon whenever it is offered, especially when it contains a dish fit for a pirate: rum butter.

*Gilbey's Gin is the one gin distilled in
11 countries and served 'round the world!*



Lake Louise...In Canada, as around the globe, "the world agrees on 'Gilbey's Please'."

GILBEY'S GIN



THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.
GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO
DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY

New filter-tip **OASIS** with soothing menthol mist!

*Smokers who
know
now smoke
the big "O"*



Freshest new taste in smoking!

- Menthol Mist does *more for you, soothes . . . improves the flavor, too!*
 - Oasis' filter works just right, easy-drawing . . . and *pure white!*
 - And for a *fresher* smoke each light, Oasis' box is *flavor-tight!*
- P.S.** Oasis tastes *fresh while you smoke . . . fresh after smoking, too.*

O' FLAVOR! O' FRESHNESS! **OASIS
FILTERS**

© Liggett & Myers Tobacco Co.